In My Opinion:
Bhaskar Pramanik,
Chairman, Microsoft India

CIO Insights:
V.S. Parthasarathy, Group CIO,
Mahindra & Mahindra Ltd.

50 Cool Startups of the Year 2014

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Company Spotlight

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Trelleborg Sealing Solutions:

Enhanced Customer Experience through Innovative IT Solutions

Subhrajyoti Bose
Global Head Applications

Sinanudin Omerhodzic
Global IT Director

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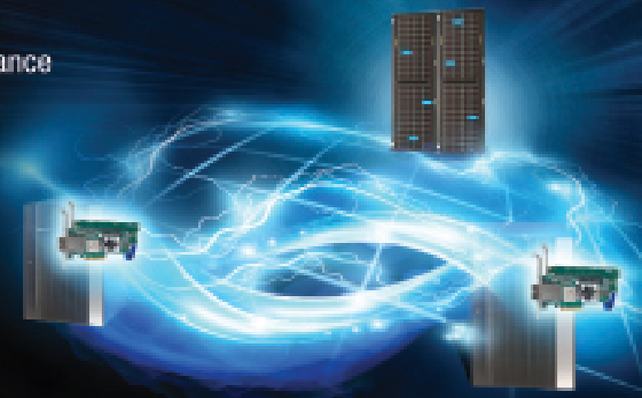

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Editorial

The Uprising of Startup Ecosystem in India

Indian Startups are now flying high with their wings flapping high on the ecosystem. Last year, nearly seven Indian startups were acquired by global players. And one of the most eyed acquisitions was that of Bangalore based Little Eye Labs – a startup that makes a software tool for analyzing the performance of Android apps – by Facebook. This is quite a reality check for the growing Indian startup ecosystem which lied underneath the surface for quite long.

Though Silicon Valley has always been known as the epitome of startups; India's Bangalore ranked 19th in the list of Top 20 City in the Global Startup Ecosystem Index by Startup Genome's Global Startup Index in 2012. While there is quite a long way to travel, I think we have indeed started the journey towards being at the top of the list in the coming few years while beating cities like Melbourne, Singapore, Waterloo and several others.

In 2013, Indian startups attracted over $1.6 billion investment via 293 deals as compared to $760 million via 200 deals in 2012 from various venture capitalists and angel investors in different domains. I believe this has fueled the optimistic environment in India. While I interacted with several VCs and angel investors in past few years, they too seemed worried about the apathetic ecosystem. But today, their major attention is grabbed by these startups who have risen from dormant to active juncture. Although VCs hope for good times ahead, we too see a lot of positive vibe roaming within the ecosystem. The out-of-the-box ideas, creativity, technological skills & competencies, and most important their zeal to excel and prove themselves have flabbergasted the startup industry.

Though we cannot deny the family support and the acceptance of failed startups playing as the booster for startups, it is they who have worked day and night to change this perception. Today, a failed startup entrepreneur can happily get married and several have even incepted their company with their life partners. Wonders!

Taking an advantage of this buffering environment, we at siliconindia decided to bring to you the stories of few such startup entrepreneurs and their companies who are creating a steer within the industry through their cutting-edge offerings through "50 Cool Startups of the Year - 2014". While some are financially strong and doing well; few are encompassed with strong technological skills and offerings but lacks fund. I hope the story of these entrepreneurs and their passion encourages other would-be-entrepreneurs to soon turn to one and will see attracting major investments from VCs and angel investors. We wish them ALL THE BEST!!

Please do let us know what you think.

Anamika Sahu
Managing Editor
editor@siliconindia.com

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in my opinion

Think Aloud! Think Cloud!

Bhaskar Pramanik, Chairman, Microsoft India

Microsoft Corporation (NASDAQ: MSFT) is engaged in developing, manufacturing, licensing, supporting and selling computer software, consumer electronics and personal computer & services. Headquartered in Redmond, Washington, the company has a current market cap of $331.53 billion.

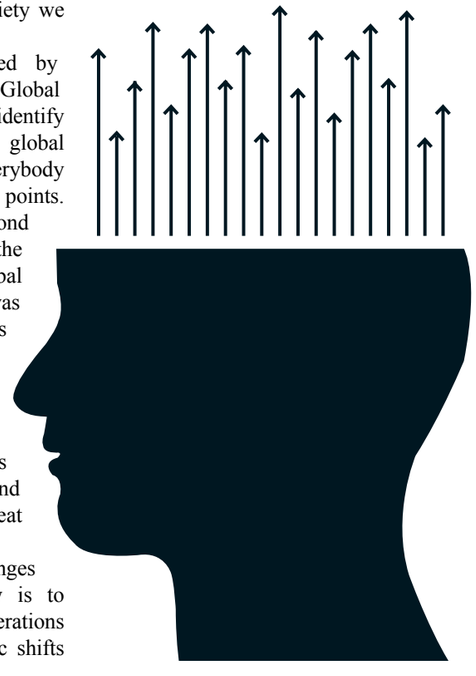
While there was huge amount of uncertainty, volatility and ambiguity in the marketplace in the past few years, there is a lot of optimism among the CEOs in India and across the globe. With the kind of technology advancements the world has witnessed and the extent to which these technologies are being accepted and appreciated, business leaders globally are very enthusiastic and have one question in common, and that is, what is going to happen next?

In India, it is expected that things are going to get a lot better, from social, economical and also perhaps from the government's perspective. Accelerated growth is what most Indian CEOs are bothered about. This is because they have not seen the growth which they earlier used to see due to huge inflation and lack of growth.

Way to Grow

Growth in the coming times will come as we create larger value in our organizations, from employees to stake holders and to customers at large. All business models from the past will no longer be relevant. There is a dire need for organizations to create new business models, new ways to deal with customers, new offerings, new products & services and also build strong partnerships and alliances. While doing all of that, they should not ignore the need to create a larger value for the society we live in.

In a study conducted by PricewaterhouseCoopers, Global CEOs were asked to identify chief transformational global trends. By and large, everybody mentioned the same three points. The first is technology, second demographic shifts and the third is the shift in global economy. Earlier it was believed that big countries were the sources of growth which in present times holds less value. Besides the big countries, village developed countries like Africa, Vietnam and others are showing great economic growth.



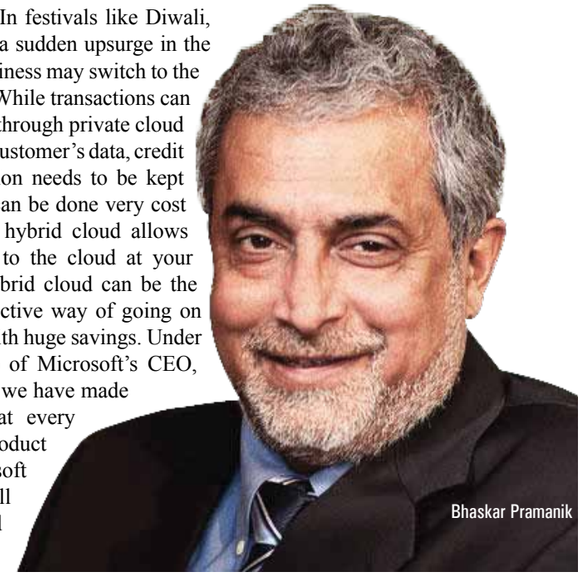
One of the challenges for the businesses today is to maximize their scale of operations globally. The demographic shifts imply that new generation customers are younger, lot more tech-savvy and very clear in terms of what they want to achieve. Businesses should not look at them just as consumers but a prospective work force. Previous generations used to work in order to live, but this generation wants to work and play at the same time. Organizations will have to think of new ways to deal with such a fervent generation. Out of those surveyed, 81 percent CEOs recognized technology as the single biggest driver to impact the world. Promising technologies such as Social, Mobility and Analytics will all be powered by cloud and will unlock many opportunities for the world.

Microsoft has been in the cloud business even before anybody coined the term 'cloud'. Company's consumer cloud services bring 5.6 billion queries a month. Microsoft network has 460+ million customers. Huge consumer services at global level helped us learn how to run huge scalable services. We use this to build a foundation of what we call an enterprise or commercial cloud. There is huge traction to the cloud with commercial customers.

We have built a portfolio of the most comprehensive commercial cloud offering in the world based on the private cloud, the public cloud and the hybrid cloud. There are three distinct workloads for productivity & collaboration, for business solutions, and for infrastructure & platform, and irrespective of businesses using private, public or hybrid cloud; we have services for each one of these.

Leapfrog with Hybrid Cloud

Hybrid cloud can open up huge capabilities for customers, developers and many others. With hybrid cloud, one can decide what to keep on private cloud, and on public cloud and manage it simultaneously. Industries like e-Commerce can benefit tremendously from the kind of elasticity provided by hybrid cloud. In festivals like Diwali, when there is a sudden upsurge in the traffic, the business may switch to the public cloud. While transactions can be performed through private cloud as security of customer's data, credit card information needs to be kept private. This can be done very cost effectively as hybrid cloud allows you to move to the cloud at your own base. Hybrid cloud can be the most cost effective way of going on to the cloud with huge savings. Under the leadership of Microsoft's CEO, Satya Nadela, we have made it a point that every single product that Microsoft develops will be cloud ready.



Bhaskar Pramanik

> **"With hybrid cloud, one can decide what to keep on private cloud, and on public cloud and manage it simultaneously"**

What is equally important is the offerings which we have in terms of common infrastructure identity, virtualization, management, and unified development. Businesses running commercial cloud have to be enterprise ready. They cannot afford if the system goes down even for a minute. Microsoft is making huge investments in this area. It has more specifications than any other data centers or any other cloud service provider in the world. Other than providing monthly level security for all data centers, we use as much of green technology to reduce our carbon footprint. This makes our data centers very cost effective from a power & network usage perspective.

India is the country where cloud will be able to deliver rich new experiences with smart connective devices. A large number of people who have Smartphone are looking for rich applications. Enterprises want to develop modern applications at cloud scale where our data centers can help using hybrid cloud. The huge SMB segment in India can leapfrog straight into the cloud with huge cost savings and more competitive advantage. Over and above, Microsoft is putting great efforts to create an eco system which could help the consumers, the government, and the businesses to realize their highest potential. This is the time when we should go out & get the maximum advantage of cloud. I want you to think aloud, I want you to think cloud! *(The article is an excerpt from The Microsoft Windows Azure Cloud Conference 2014)* si

Subhrajyoti Bose
Global Head Applications

Sinanudin Omerhodzic
Global IT Director

Trelleborg Sealing Solutions:

Enhanced Customer Experience through Innovative IT Solutions

By Neha Kuduvalli

Trelleborg Sealing Solutions' facility in Bengaluru, Karnataka is not just another global manufacturing business unit supplying precision seals and bearings that can seal, damp and protect critical applications in the most demanding, industry-specific environment, it is also the heart and soul of the IT excellence of Trelleborg Sealing Solutions, housing a team of IT experts, who engage in all activities from research and development to concept through design of innovative tools for web and mobile platforms to enhance customer experience.With its global headquarters in Germany, Trelleborg Sealing Solutions is driven by quality and a passion for identifying new solutions to complex problems. And when it comes to IT innovation, the company recognizes the inherent value of collaboration with India, by leveraging the talent represented in its people and culture.

"The excitement among the engineers here delights me," says Sinanudin Omerhodzic, Global IT Director - Trelleborg Sealing Solutions. On his recent visit to the company's IT centre in Bengaluru, he positively validated the growing efficiency and the impact of the team here. "On every visit, it seems like an entirely new setup, as the team here continues to evolve and manage the job of developing a range of innovative mobile and web applications that would render advanced technology solutions and services to engineers and enterprises," he adds.

Through a suite of mobile and web applications that enable a better and faster approach to solve challenges of manufacturing and delivery units, Trelleborg Sealing

Solutions is well on its way to keep up with its key strategy—Customer Efficiency Improvement. "The key to Trelleborg Sealing Solutions' business success lies in our deliverance of excellent customer service," says Claus Barsoe, President, Trelleborg Sealing Solutions, who believes in integrating the latest web and mobile technologies with logistical and technical support services for a better business outcome.

Trendsetting Mobile and Web Apps

Trelleborg Sealing Solutions' IT centre in India, conceptualized in 2010, currently houses 65 proficient individuals across different IT teams for Web, Android and iOS Application development. Subhrajyoti Bose, Global Head Applications, Trelleborg Sealing Solutions, is keen on highlighting the IT team's efficiency improvements over the last couple of years, "We have ventured far from the small IT team that we once were. With a second line of leadership, we have setup best practices for efficient project management and have also started developing our first line of mobile apps. In the last couple of years our team has built close to 10 apps, which are now available for download for Android and iOS platforms."

"For every application we design, user interaction and usability plays a key role as what matters the most is for our customers to perceive the app with ease," says Mr. Bose. To further improvise on the Digital Enablement Perspective, Trelleborg Sealing Solutions has created a personalized member area, an online portal that provides customized drawing tools among others to help engineers design components and save most of the manual work. Through this portal, the company also offers technical support services to engineers and other customers, and communicates easily by transferring their engineering knowledge, skills and expertise, giving apt suggestions on the right sealing and other hydraulic tools that best suit their requirements.

Mr. Bose acknowledges the challenges involved in getting the top IT talent to build mobile apps for enterprises like Trelleborg Sealing Solutions. "Most developers prefer to build mobile applications that can be popularized among consumers. Some of the apps which we have built are designed in a way that both enterprises and consumers are benefitting largely from them," says Mr. Bose. This comes as no surprise as one of Trelleborg Sealing Solutions' mobile applications, "Unit and Hardness Converter" that helps to convert frequently used units and currencies in an efficient and convenient way has crossed more than 1 million downloads on independent mobile application platforms.

A few of the other apps developed by Trelleborg Sealing Solutions have the unique capability to instigate timely collaboration between the manufacturing companies' delivery center and the internal backend team. An example includes the SealScan mobile app, which can scan QR codes present on the delivery boxes supplied to customer warehouse and directly send the delivery updates and new orders to Trelleborg Sealing Solutions' backend system. "This app was deployed for one of our European customers, where our delivery team went to the customer's place and proactively figured out what seals were going out of stock and immediately placed a reorder for those seals; all this took place without the customer having to order them in the first place," says Mr. Bose. "Thus, with the automated process provided by the SealScan mobile app installed on our delivery team's smartphone, they no longer have to carry bulky paperwork between the customer place and the backend center, as each and every communication will be updated instantly," he adds. This app was demonstrated at the Paris Air Show last year and received very positive responses.

Apart from the mobile solutions, Trelleborg Sealing Solutions develops numerous web-based solutions, which are coded on both JAVA and .Net platforms.

Platforms for IT Innovations

A key challenge faced by the manufacturing sector is the efficiency in managing knowledge transfer programs, as this would involve high dependency on a veteran to transfer the knowledge on maintenance of machines to new generation employees, which in itself is a long and time consuming process. To overcome this issue, Trelleborg Sealing Solutions' Technology Centre for Excellence, which is mainly responsible for innovations, is developing a use case that would use "Augmented Reality" to seamlessly help transfer knowledge to new recruits, at a faster rate. "We are researching on an application that would render a 3 dimensional view of the machine it is pointed to, and show the details of specific parts of the machine in a touch sensitive manner, making the knowledge transfer process much smoother. We look at innovation in multiple dimensions—firstly, innovation in terms of user interface and usability, making the biggest impact on the applications; and secondly a focus group for niche technological advancements, which is responsible for driving innovation on large scale," says Mr. Bose.

Their usability groups meet on a monthly basis to discuss about the latest trends on both mobile and web platforms. Additionally, Trelleborg Sealing Solution has a Centre for Excellence for architectural activities such as solution architecture definitions and reviews for all the applications, where they try to bring in best of innovation in terms of architectural models and technology frameworks. And lastly, they have established a governance model, where people from the Technology Center of Excellence as well as other IT departments often discuss and take decisions on architectural challenges for ongoing projects in Trelleborg Sealing SolutionsIT.

10 innovative Mobile Apps developed by Trelleborg Sealing Solutions in India

Converter app
(Over 1 million downloads)
Trelleborg Sealing Solutions' "Unit and Hardness Converter" helps you convert frequently used units and currencies in an efficient and convenient way.

ISO Fits & Tolerance
Aimed at engineers, it provides results based on the ISO 286 System of Limits and Fits.

Aerospace Groove Selector app
This app covers two of the most important SAE aerospace groove standards for hydraulic systems.

O-Ring Selector app
This app quickly calculates O-Ring and housing dimensions in both metric and inch.

Technical glossary app
This app provides definitions of more than 2,000 terms from the world of sealing technology and engineering.

Strengthening the Internal Business Processes

In order to improve the efficiency in serving customers, the visionaries at Trelleborg Sealing Solutions have undertaken a large scale business process re-engineering initiative. "We refer to this re-engineering process as "ease of doing business", which means simplifying the internal processes such that customers find it very easy to do business with us," notes Mr. Omerhodzic. The company has taken forward this business initiative through Project Symphony—which implements a state-of-the-art business process management platform, where they can design processes based on varying market transformation needs and also retain ample flexibility to change the business processes anytime, without affecting the entire system.

> **"Establishing a partnership in India needs a good understanding of its cultural aspect. One of the biggest challenges recruiters face here is to find the right people on board"**

The purpose of the Symphony project is to establish a Business Process Management discipline and integrate all IT systems across business units and product areas in Trelleborg Sealing Solutions. The resulting concept is a "Single Access Point" for customers, sales personnel and users of back-end processes to reduce non-value adding process time across all end-to-end processes.

Talent, the Bedrock of Innovation

"Establishing a partnership in India needs a good understanding of its cultural aspect. One of the biggest challenges recruiters face here is to get the right people on board," says Mr. Omerhodzic. For new recruits,

Trelleborg Sealing Solutions provides a well-structured induction program to make sure they get a clear view on the company's various IT as well as business processes. "We also take our new members for a field trip across IT and marketing offices, warehouse and other manufacturing units," notes Mr. Bose. Through IT, sales, production and other departmental units collaborating on a closer level, Trelleborg Sealing Solutions makes sure that these types of business and IT induction programs are beneficial to their employees.

Dr. Vamsi Mohan Vandrangi, a Delivery Manager at Trelleborg Sealing Solutions India, recalls his dilemmas in joining an IT division of a manufacturing company, and his exposure towards cross pollination of business and technology ideas imbibed at Trelleborg Sealing Solutions, "I initially felt it was risky to join a manufacturing company as I was under the impression that it was one of the least IT advanced sectors. In the very first week I realized that Trelleborg Sealing Solutions' leadership position in manufacturing precision seals and hydraulics was supported by a strong foundation of internal IT systems and processes. It creates a lot of interest among new recruits when they undergo workshops, not only from an IT perspective but also interms of core domain of the sealing business."

10 innovative Mobile Apps developed by Trelleborg Sealing Solutions in India

Installation instructions app
SShows Visual Inspection of seals, bore and shaft, including surface finishes.

Hydraulic Cylinder app
Based on the inputs the user can calculate parameters for both single-acting and double-acting hydraulic cylinders.

Material Compatibility App for Life Sciences
Shim Selector includes a new Sound Frequency Detector that records the sound of a brake noise occurrence and displays the frequency of noise.

Shim Selector app
Shim Selector includes a new Sound Frequency Detector that records the sound of a brake noise occurrence and displays the frequency of noise.

Tubing and Hose Selector app
Simplifies choosing the correct tubing and hose based on input parameters such as material and pressure, giving the information instantly and removing the need to search through catalogs.

Mr. Bose believes in building a strong internal team within Trelleborg Sealing Solutions as this would not only reduce the outsourcing requirements but also help in implementing a faster approach towards development of various solutions. "What differentiates us from other MNCs is the approach we have taken towards building a strong internal IT team. Our goal is to do everything internally, but currently since the company is still growing, we do outsource whenever there are not enough resources available to address specific business requirements," says Mr. Bose. That being said, Trelleborg Sealing Solutions has arrived at the first stage of iron-cladding the internal IT team and has successfully designed multiple mobile apps for engineers, without the need to outsource the projects.

Exciting times ahead

Today, Trelleborg Sealing Solutions has a global presence with 24 manufacturing units worldwide, 9 R&D centers in Europe and America and 56 marketing companies that offer high quality Sealing systems and market leading engineering support in industry segments like aerospace, automotive, railways, industrial applications, power, agriculture, light vehicle, transportation equipment, life science, offshore oil and gas, and general industry.

Going forward, Trelleborg Sealing Solutions wants to imbibe innovation as a key factor to drive its young and energetic team. Mr. Omerhodzic concludes on a positive note,"We dream of providing a singular environment where the next generation employees can utilize the latest technologies for every aspect of their job. This is indeed an exciting time to be working at Trelleborg Sealing Solutions because we have new horizons in our sights that are taking us along untraded paths. Although these might be a bit rocky at times, we're certain that the view at the end will be worth it!"

‘Change or Perish’- The New Mantra for CIO

By V.S. Parthasarathy, CFO, Group CIO, EVP – Group M&A & Member of the Group Executive Board, Mahindra & Mahindra Ltd.

Mahindra & Mahindra Limited (BSE: 500520|NSE: M&M/ISIN: INE101A01026) is an Indian multinational automobile manufacturing corporation. Headquartered in Mumbai, it is one of the largest vehicle manufacturers by production in India and the largest seller of tractors across the world. The company has the current market cap of Rs. 71,351 crores.

The Indian IT industry has gone through several changes over the past few years. Virtualisation of the Data Centers has resulted in huge savings in terms of cost, space and resources and this will definitely have a long term impact. The internet has moved from ‘search’ to ‘watch’ mode, signalling the shift from data to voice to video, bringing the internet closer to users. Allied to this is the ‘death of distance’ as communication has taken a big leap from chatting to video calling. Innovations like Tele-presence now provide a ‘near to real’ experience by virtually eliminating geographical boundaries. The influence of social media on the consumer has also increased exponentially with businesses banking on the same to sell their products and services. This has resulted in a win-win situation for them as well as their consumers. And of course, how can we ignore the rapidly growing area of mobile apps which has helped businesses reach out to a larger customer base.

In terms of technological trends driving the industry at present, I would say analytics and mobility are predominant. Now, users literally have the world at their fingertips as they can work from anywhere, at anytime and on any device. At Mahindra, we are working towards this by leveraging synergies within the Group and creating a uniform customer experience across the Mahindra brand, ensuring a strategic advantage.

We are also gradually moving towards cloud based applications. This is in keeping with the upcoming trend of moving data to the cloud. However, this technology needs to evolve and become more robust. A secured ‘network of networks’ is how I see it evolving. Another fast emerging trend is the ‘Internet of Things’. Products

and services are getting aligned which will result in the evolution of new business models and this could lead to the emergence of new industry sectors, while others may disappear at the click of a mouse.

There are essentially four things that are collectively changing the nature of consumer demand. These include the devices consumers use, high speed connectivity, an intuitive user interface and social media. This implies that businesses must gear up for constant innovation in order to reach the consumer. Essentially, technology will drive the three ‘Es’, i.e., Enable to reach the mind of the customer, Enhance the way transactions are carried out and Engender the way business will be conducted.

As CIO of Mahindra & Mahindra Ltd., I strongly believe that the CIO should align organisational priorities with technological priorities so that as technologies change, a rapid realignment is possible. ‘Change or Perish’ is the new mantra for the CIO of today. The technology road map I have charted out for the organisation encompasses ‘Healthier, Leaner, Faster & Smarter’ systems and ‘Enable, Enhance and Engender’ for the customer and the business.

Our priorities include utilising new technologies to drive new business models in terms of Cloud, Mobile and Big Data. Business models will slowly change, taking ‘digital’ into account. A clear example of this is e-Commerce. Only by concentrating on ‘innovating’ will we shift to a new orbit which will enable us to discover these new models. We are concentrating on delivering the ‘Business Value of IT’.

Keeping myself abreast of the latest advancements in the world of technology also helps in charting out priorities and my team is empowered to act as my ‘eyes and ears’ in this regard, though I am there with them on their journey. My advice to them is to ‘learn to fail fast and move on’. Technology will always change at a very rapid pace but our ‘IT knowledge bullet train’ traverses faster. I should also mention that at Mahindra, we have a Centre of Excellence or CoE for mobility, analytics and e-Commerce which not only has its finger on the pulse of the industry but also anticipates new and emerging trends, evaluating them for the good of the company.

India is well placed on the global technology map but there are several challenges that need to be overcome before we can move to the next level. There is a huge opportunity in the country due to lack of legacy systems, allowing us to leapfrog to new technologies as they emerge. This is evident from the number of internet users India has generated, compared to the rest of the world. Second, as we upgrade to newer technologies, it gets tougher to eliminate older ones. Also, if we have to bring technology to the grass roots level, then State-Center coordination is important. The country may face several challenges on its path to technological development but there is nothing that stands in the way of our progress and in fact, I would say that we are better placed to embrace new technologies as compared to the rest of the world.

> **“I strongly believe that the CIO should align organisational priorities with technological priorities so that as technologies change, a rapid realignment is possible”**

V.S.Parthasarathy

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Sampling Research: The Emerging Thespian in Market Research with Propitious Endeavors

By Anamika Sahu

When Dr. Shikha Suman completed her PhD in Technology Management from IIT Kanpur, she was crystal clear about her future. Unlike any of her peers, she knew she wanted to play with numbers and drag out an abstract report from them to help companies grow. This is why she jumped into the gigantic ocean of research industry to provide niche scientific methodology to her clients and not just data collection service that many of the other research companies were doing. Thus came into existence 'Sampling Research', which Dr. Shikha found single handedly in 2010.

Dr. Shikha saw a huge gap between the two layers of research service providers: the industry giants and the tier II providers. While the services provided by the giants were superlative and expensive that takes SMBs pocket for a toss, majority of tier II providers just gathered some figures from the market and served them on plate to the clients that didn't bring much value to the investments made by clients. This is where between the two slice of bread; she positioned her company Sampling Research as the slice of Cheese that touches the surface of both the breads. "This positioning helped customers understand that we surely provided a bit less from the top players but we were par above the tier II players in the space that helped them recover their RoI faster," says Dr. Shikha Suman, Founder & Managing Director, Sampling Research Pvt. Ltd.

Today, Sampling Research provides end-to-end workable strategy solutions and implementation assistance to their clients across globe. The company assists their clients to understand the Indian market and succeed in their business, trade and investments in India. They provide comprehensive Industrial & Business Research, Business Intelligence, India Entry Strategy, Social Research and Analytics services to government organizations, NGOs, corporate houses and market research providers across the globe. A viable solution is designed and implemented for every client that fulfills clients' requirements. Today, Sampling Research serves a wide range of top tier clients in verticals of pharmaceuticals, telecom, automobiles, BFSI and many more. Along with this, Sampling Research also plays the role of an MRO (Market Research Outsourcing) where they work with large market research companies in different parts of the world including U.S., UK, Japan, Singapore and France. The company is also working heavily with CSR wings of different corporate houses.

To provide a niche and pin-point accurate report, Sampling Research themselves outsource a bit of their work for data collection to small firms, local channel partners and freelancers who are present in small cities of India. "We do focus on collecting data as the right amount of data will help us interpret the best result and help our clients with this. We work across spectrum in terms of understanding the objectives of clients' research, designing a research and questions for them and getting the responses which is done either with our team or with local channel partners," explains Dr. Shikha.

Dr. Shikha Suman, Founder & MD,

En Route to Future

What started as a one man company grew exponentially over the years. However, getting the right mix of attitude and industry knowledge is one of the major challenges the company faces till date. Being a startup, Sampling Research does not have the pocket to shed off on hiring tier I guys. Their strategy rather gyrates around accumulating the right mix from not the IIMs of India and giving them strong training for couple of months before gearing them up for the war.

Sampling Research never wanted to proliferate their power into other hands, thus is still bootstrapped. Dr. Shikha adds, "If you are on right time, in right place and if you are able to showcase that you deliver perfection, clients will become advocates. There are very few companies who provide solutions at the price we do. This helped us get our working capital flowing from day one, thus we never exposed ourselves to external funding".

> "Sampling Research provides end-to-end workable strategy solutions and implementation assistance to their clients across globe. It assists their clients to understand the Indian market and succeed in their business"

The Mumbai headquartered company has delivery center in Delhi and local offices in all the metros of the country. Sampling Research plans to move from face-to-face survey to technology based survey by leveraging the emerging technologies like cloud and smart devices. They are involved in developing a product where they can panel the respondents. "In the near future; we will extend our offerings to beverages and textile verticals as well. We are also adding syndicated reports to our offering which we have not worked on till date," concludes Dr. Shikha. SI

MOBILE AND CASH CONNECTION

By Ravi Jagannathan, Managing Director & CEO, Y-Cash Software Solutions

Founded in 2011, Y-Cash Software Solutions is a provider of payment solutions using mobile technology, as a RBI Authorized Mobile Pre-Paid Wallet issuer.

Mobility in India – An evolving landscape

Globally, when almost every second person had access to telephone, less than 5 percent of the Indian population had access to telephone. But when communication technology advanced, India crossed the copper wires and the adoption of mobile phones leapfrogged, making India the frontrunner in the list of mobile density countries. Non-cash payment situation is similar to telecommunication adoption; a large portion of the day to day transactions in 1.2 billion populated India are done using "cash" which is in stark contrast to other developing and developed nations.

Similar to the telecom industry, the shift in adoption of non-cash payment is obvious in India but delayed though.

Ravi Jagannathan

Having said that, made for India innovative solutions, regulator's support, growing youth population, inflation that lead to a need for carrying higher denominations of cash and others are clear indications of India's mobile payment to grow leaps and bound to make India as a cash lite economy.

In this modern era, mobile has become the fourth basic necessity after food, clothing and shelter. In the recent past, the usage of a mobile device has gone beyond its basic purpose of talking and messaging. Using the mobile

> "Technological endeavors are well under-way that are all set to make mobile payments much safer and effective"

for making a payment has no barriers but changing the behavior of the users takes some time. Reserve Bank of India's report says that annually over Rs.80 billion worth of transactions are already happening via mobiles. The user is comfortable when the cash stored is managed through an App that is totally under the user's control. There are over a dozen active mobile wallet providers in India - Airtel Money, ItzCash, Money on Mobile, Paytm, Ypaycash to name a few. With already existing payment networks that have great penetration throughout India, the mobile payment ecosystem in India is one that could accommodate major growth in the next year or so.

Mobile Money acceptance - Poised to surge

India is a country with a majority of working class citizens who would gladly welcome a mode of payment that takes lesser time, is safe and convenient, and doesn't require them to stand in queues to access their cash reserves.

Mobile payments offer many benefits that make them viable to a majority of the Indian population. One of the key reasons for India still being a cash economy is lack of enough Point Of Sale devices at the retail merchant shops to accept credit or debit cards. Reported number of card accepting POS points in India is about a million which is much lower as compared to other nations of similar growth. The number of POS points should be over 3 million to make India a true cash-lite economy. Conventional POS devices are hardware based and given the efforts required to achieve the 3 million growth, it requires over 10 million man days which is humanly not possible. Thus adoption of Mobile POS comes in handy to achieve this. Availability of mobile wallet to pay all kinds of payments say, at retail store as well for online payments will make it attractive proposition for the consumers who can do away with carrying multiple cards, cash and others. The question is how long it's going to take for all the retailers and online merchants to accept mobile payments. With liberalization of regulations relating to mobile wallet, the growth of mobile payment in India is already on the rise and the online services such as air time top-up, utility payments, money transfers etc are already actively transacted in mobile. Once the retailers start adopting the Mobile POS for accepting cash through mobile wallet the growth of Mobile Payments will reach its height. Mobile POS adoption is in its early stages and we can expect this to mature over the next couple of years.

Potential wallet users:

The young urban Indian population consists mainly of hard-working individuals, who would readily entertain the ability to make payments such as utility bills, ticket reservations, food and beverage bills, and more, with the help of their mobile devices. Furthermore, a considerable number of migrant workers in Indian cities would definitely find it useful to easily transfer money to their families in small towns and villages, directly from their mobile phones. While almost every one of them owns a mobile phone, this category forms part of 41 percent unbanked population of India. Mobile Wallet solutions come handy to this set of population to enjoy the convenience of technology based and secured payments without any need to have bank accounts.

Mobile Wallet Payments – Safety

Payments made from a Mobile Wallet are much safer and secure as compared to payments made from a web browser. Mobile Wallets are not vulnerable to any malware or virus and there is no need for exposing personal credentials such as card details and identity.

Since mobile payments offer a greater degree of convenience and efficiency over other modes of payments, the network of merchants and consumers who are adopting this mode is always on the increase. The fact that the required infrastructure for mobile payments is already well-established makes it very easy for both consumers and merchants to adopt and operate on this new domain.

Technological endeavors are well under-way that are all set to make mobile payments much safer and effective. Near Field Communication technology though holds promise for the growth of mobile payments it has a long way to go as the NFC ecosystem is not yet present in India. There are mobile applications that use encrypted QR code to transmit sensitive payment data anonymously. Such payment eco-systems will grow in the times to come as it gives a lot of comfort and security to the users. Users are constantly looking for options where payments can be made conveniently without sharing a lot of personal information as is the case today with credit/ debit cards swipes & net banking.

Mobile Payments is the Future

In an age where time is essentially money, it isn't right to squander time and efforts to pay utility bills, insurance premiums, and others. Mobile payments offer the perfect payment solution to all boxes of the modern-day life. With mobile technologies evolving, and mobile usage increasing as we speak, mobile payments are definitely going to be the all-inclusive payment mode in the not-so-distant future. The mobile device as an instrument for making payments will mature over the next couple of years and will stay forever.

VerveLogic: Ruling the Digital Marketing Space with Perfection

By Anamika Sahu

'Live as if you were to die tomorrow. Learn as if you were to live forever,' said Mahatma Gandhi. Living each and every word of the Father of the Nation, when Abhishek Jain found that the learning stairs in his career journey reached the peak, he delved into the thought to do something that would teach him a new lesson each day. This is where he decided to pump his past experience of eight years of service in an IT company into creating a new challenge for himself – being an Entrepreneur.

Having worked as a graphic designer in the past, he has mastered the art of UX designing and online marketing. Tempted by the world of digital marketing, he founded VerveLogic in 2011. As rightly said, experience never lets you down, with the past experience gathered, Abhishek came out with web designs, which were based on user engagement, unique in appearance, and were successfully marketed on the World Wide Web. Like every other startup, VerveLogic too had its share of ebb and flow, but this helped the company to emerge as a diamond from the coal mine. Soon, the company earned the significant position in UK for brilliant online marketing solutions, leaving all the competitors in line awestruck.

However, the transition to this success was not a moon walk. "It was a tough nut to crack to build the recognition for ourselves on the global platform. I had solutions, I was myself in the marketing, but winning over the faith in my own segment to convince potential clients was surely not an easy task," reminisces Abhishek Jain, CEO & Founder, VerveLogic. Just as water finds its own way out of the mountains, VerveLogic too found a way to crack the nut shell. The standalone company did a lot of social work of giving free marketing solutions to the startups. Ask Abhishek, why startups for free service, he proudly says, "Because being at the same level, I know the pathetic plea of being a startup". The effort paid off well. The company got an amazing portfolio of clients served, whose businesses were taking the shower of money, post VerveLogic's services.

The DNA of Perfection

The company has inherited the DNA from its founder to master the art, thus,it has become the favorite of its clients. The core of the services is deep rooted, which starts from understanding clients needs & business propositions rightly to serve them back with a web solution, which rightly fits into their business infrastructure. Helping clients gaining rank in the top 10 search results of the popular search engines is what energizes VerveLogic the most. PPC, SMO and SEM services provided by the company enables clients to get popular on the platforms, which own the biggest share of internet user engagement. This has already helped over 1400 of its clients witness manifold increase on their ROI. Some of them are Kiosk Online – Australia, Medusas Makeup – U.S., Jaipur Central – India, Get Papers Online – Pakistan, and many others.

En Route to Future

Currently, the company provides a wide range of services, which are Digital marketing, UX designing, Web development solutions, and many more. Being a startup, it has its own set of challenges. The company is planning to fill in the gap between their revolutionary IT plans and investments required for the same. They have many start-up ideas for those, who are interested to enter into the online world. "VerveLogic's start-up ideas will be explosion of revenue generation, if launched with a little financial support," adds Abhishek. Thus, they focus on maintaining long term relationship with their clients by offering them many after sale services, hoping that they may get some investors for their various IT dream projects within their clients or through reference. Business collaboration with other IT companies is also on its chart, which will equip them to serve best of web solutions in the corners of the world winning a significant fame for the country.

The core of VerveLogic's services is deep rooted, which starts from understanding clients needs & business propositions rightly to serve them back with a web solution, which rightly fits into their business infrastructure

Abhishek Jain,
CEO & Founder

The company that started in a room as a single person entity has grown leaps and bounds and today encompasses 80 most qualified and experienced IT brains in the area of 5000 square feet premise. This has given new wings to the dreams of the company to fly high and go wider, capturing global market for its services. "We are a family – VerveLogic Family – and I ensure to interact with each employee to boost their morale and appreciate their great work & devotion. We follow an open work culture," Abhishek adds further.

The company envisions making its name VerveLogic synonymous to Digital Marketing and with the pace it is acquiring successful and satisfied customers, this doesn't seem to be a dream of the far future. With the grand success in the UK and some parts of the U.S. and India, the company aims towards making digital marketing solutions, popular in every corner of the world. The company will soon introduce a revenue sharing model for employees to empower them to work harder and earn more. SI

50 Cool Startups of the Year 2014

The innovative startups nowadays don't hesitate to push the boundaries and explore new areas in their domains rather than frittering away their precious times in carbon-copying existing ideas. These out-of-the-box thinking startups don't just have customers but fans. It is manifest from the flourishing number of angel and VC investors boosting these young and energetic companies by lending them hand almost as part-time co-founders. The cool ideas leveraging the emerging technologies increase the efficiency of the industry they serve. Since the bigger the organization, the harder it is to innovate. They fail to meet the needs of customers. As creativity plays a big part, startups leave no stones unturned and answer all the questions of their customers.

Even though Indian startup ecosystem is in early stages, compared with those of U.S. and Israel, the unique and scalable ideas upholding Indian startups are not only turning the heads of Indian investors but also astounding the global players. The companies are able to build their forte into niche areas they worship, therefore their profound expertise don't go in vain and stay apart from the clutter in their domain. Also the customer centric companies are able to find new ways to serve in a cost-effective manner. These salient startups attract and collaborate with creative and enthusiastic professional talents, as the second generation potential entrepreneurs are eager in learning the development of business ideas.

Technology has grown to the extent that existing businesses and large organizations are unable to cope with the demand. In such a golden era for startups, siliconindia identifies "50 Cool Startups of the Year-2014". A distinguished panel of the industry's topmost CEOs, CIOs, CTOs and VCs including siliconindia's editorial board scrutinized the list of cool startup companies with the intention of highlighting the coolest ideas meeting the future needs of industries across various verticals.

Company	Management	Founded	Description
3LOQ Labs Hyderabad 3loq.com	Anirudh Shah, Co-Founder & President	2012	A big data platform that connects brands with consumers by building fingerprints of individual consumers using the consumer's transaction behavior
Alchemist Digital Navi Mumbai alchemistdigital.in	Harsha Hingorani, MD Sony Joseph, MD Jijoy Joseph, Director	2012	A provider of end-to-end digital marketing solutions for clients based out of Australia, New Zealand, UK, UAE and U.S.
Analytic Edge Bangalore analytic-edge.com	Santosh Nair, Founder & MD	2012	A provider of market and customer analytic tools enabling sharper insights
Analyttica Datalab Bangalore analyttica.com	Rajeev Baphna, Founder, CEO & MD	2012	A provider of end-to-end analytical solutions and platforms developed by experts in business, analytics & technology that address real pain points across industries
Arkenea Technologies Pune arkenea.com	Rahul Varshneya, Co-Founder	2012	A provider of IT services delivering consulting and technology services in the mobile and web domain

Company	Management	Founded	Description
Belita Retail Mumbai belitaindia.com	Garima Jain, Founder & CEO	2011	A provider of innovative beauty & wellness services to women at the comfort of their home with a mission to make high quality and value for money
Bluegape LifeStyle New Delhi, bluegape.com	Ayush Varshney, CTO & Co-Founder	2011	A provider of fan merchandising that suggests a product line for a brand based on fan analytics and offers graphic designing
Codewave Inc Bangalore codewave.in	Abhijith HK, CEO	2013	A provider of meaningful web products, designed, developed, vetted & launched from a bunch of passionate coders & web geeks
Datagres Technologies Bangalore datagres.com	Srinivasan Vishwanathan, CEO, Founder & Director	2010	A provider of pioneering data management platform that solves the problem of maintaining data closer to the CPU in an intelligent fashion
Dignitas Digital New Delhi dignitasdigital.com	Rishi Rais, Co-Founder	2012	A provider of all forms of Digital Marketing including but not limited to Website Development and SEO that has the vision of bringing advanced digital technologies to India
Dynamic Netsoft Technology Chennai dnetsoft.com/in	Sirajudeen Ismail, CEO	2010	A provider of IT Consulting engaged in delivering innovative and scalable business solutions to clients globally
FabAlley Noida faballey.com	Tanvi Malik,Co-Founder Shivani Poddar, Co-Founder	2012	A provider of pocket-friendly fashion apparel and accessories tailored to the chiconomics of fashion forward young women via their online fashion brand
Flarepath Mumbai flarepath.in	Saurabh Kanwar, Co-Founder & President	2010	A provider of digital social media marketing services to the entertainment, retail, lifestyle and media sectors along with many Bollywood celebrities
Fresco Software Solution Bangalore frescosolution.com	Seema Somkuwar, MD	2010	A provider of demand-driven supply chain management and enteprise software solutions for customers to drive value regardless of market conditions
GoCoop Bangalore gocoop.com	Siva, Founder & MD	2012	A provider of social marketplace for cooperatives and community based organizations that enables them to do business with other cooperatives on Marketplace
HashRoot Technologies Cochin hashroot.com	Anees T, Chairman & CEO Vimal Kumar K, Director & CTO	2009	A provider of server administration and software development services along with consulting services to open source technologies
HexaView Technologies Noida hexaviewtech.com	Abhishek Talwar, CEO & Founder	2010	A provider of wealth management and mobile development company that is also engaged in incubating startups
Insight PLM Consulting India insightplm.com	Gaurav Hazra, Co-Founder Navtej Bassi , Co-Founder	2010	A provider of software tools & consulting led professional services in the area of project management & execution and product lifecycle management (PLM) including strategic consulting, roadmaps, implementation and support
Intellileap Solutions India Bangalore intellileapsolutions.com	Vignesh Hebbar, Founder, MD & CEO	2012	A provider of Business Process Management (BPM) solutions and other associated services to Manufacturing, BFSI, Retail, Pharmaceuticals amongst others
Kartik Infotech Noida kartikinfotech.com	Yogesh Sanger, CEO	2010	A provider of innovative and cutting edge mobile app development, digital marketing and web development services

Company	Management	Founded	Description
Kumi Labs Noida kumilabs.com	Kunal Mahajan, CEO & Founder	2013	A provider of mobile applications and games development for a wide range of clients and industries
Lucideus Tech New Delhi lucideus.com	Saket Modi, CEO & Co-Founder	2012	A provider of cyber security consulting, training and services to various industries serving top clients
MartMobi Technologies Hyderabad martmobi.com	Satya Krishna, Ganni, Founder & CEO	2013	A provider of complete mobile commerce platform that helps e-Commerce sites, brands and retailers go instant mobile across varied platforms & devices without writing any code through a self service platform
mTatva Bangalore mtatva.com	Baljit Singh, Founder & CEO	2013	A provider of primary healthcare IT product that improves healthcare delivery by providing handy information to outpatients in their local language
Olacabs Mumbai olacabs.com	Bhavish Aggarwal, Co-Founder & CEO	2010	A young and energetic company leveraging technology to bring the same efficiency and customer experience to the car rental industry that one expects from flights
Power2SME Gurgaon power2sme.com	R. Narayan, Founder & CEO	2012	A provider of input raw materials sourcing service at the most competitive price points across multiple products
PURA E-NETWORK (EPURA) Hyderabad puraenetwork.com	Satya Adari, Director & CEO A N Ravindra, Director Lakshmi Adari, Director	2012	A provider of innovative solutions increases the efficiency of core business by simplifying the complete process of healthcare
REDLEAF Technologies Coimbatore redleaf.in	Thiyagarajan Deivasigamani, MD & CEO	2010	A provider of eco-enterprise solutions that is focused on intelligent technology with an intention to provide lean and agile processes
RedShift Networks Hyderabad redshiftnetworks.com	Amitava Mukherjee, President, CEO & Co-Founder	2006	A provider of Unified Communications Threat Management (UCTM) solutions for Unified Communications & Collaboration (VoIP and Video) networks for Carrier and Large Enterprise Networks
Serviceberry Technologies Mumbai service-berry.com	Keyur Damani, Director & CEO Pranav D Saraiya, Head - Operations	2008	A focused & specialist provider of ITSM and BSM Consulting, Solutions & Services to the India, Middle East and the U.S. markets
ShepHertz Technologies Gurgaon shephertz.com	Siddhartha Chandurkar, Founder & CEO	2010	A provider of successful application development on the cloud, irrespective of the technology or platform
SIBIA Analytics & Consulting Services PL Kolkata sibiaanalytics.com	Angshuman Bhattacharya, Founder & CEO	2013	A provider of predictive analytics solutions like Marketing Investment Optimization, Demand Forecasting for retailers and consumer brands
SiCon Design Technologies Bangalore sicontech.com	Naveen Chava, CEO	2010	A provider of one stop solution to any ASIC design related services with expertise in technology nodes spanning from 1um to 28nm and beyond
Silverpush Gurgaon silverpush.co	Hitesh Chawla, Co-Founder & CEO	2012	A provider of cross-device mobile ad retargeting technology that helps to increase the relevance of the advertisements
SnapLion New Delhi snaplion.com	Nikhil Sama, Co-Founder & CEO	2011	A provider of online platform to create sleek, interactive mobile apps for clients who wants to engage their fan base in real time

50 Cool Startups of the Year 2014

Company	Management	Founded	Description
Snuvik Technologies Bangalore snuviktech.com	Sudev Alampalli, Vice President – India Operations	2013	A provider of IT Services and consultancy with specialization in Oracle Technologies
Sollet Soft Solutions Hyderabad solletsoft.com	Ramesh Baswa, Co-Founder, MD & CEO Ratnakumar Mallubhotla, Co-Founder, Director, COO	2012	A provider of inimitable IT Products that unravels new dimensions for superior viability and Social Impact by unfurling the utmost efficiency
Synersoft Technologies Ahmedabad synersoft.in	Vishal Shah, CEO & Founder	2008	A provider of IT product called BLACKbox which rescues small and medium enterprises from IT hazards
Togglehead Mumbai togglehead.in	Aatef Bham, Co-Founder AkshayPopawala, Co-Founder KrishRamnani, Co-Founder	2012	A provider of digital marketing to various brands in hospitality, fashion B2B, FMCG, entertainment and lifestyle industries
Trivone Digital Services Bangalore trivone.com	Subramanyan L., Founder & CEO	2010	A provider of content and media services with the ability to provide content cuts across multiple Indian languages as well as platforms from mobile to internet
Uberics Consulting Bangalore uberics.com	Ravi Challu, CEO	2007	A provider of software product helping brands and retailers build their secret weapon on its cloud-based platform. It also provides consulting and technology services
Unicommerce New Delhi unicommerce.com	AnkitPruthi, Co-Founder & CEO	2012	A provider of Multi Channel Order Fulfillment, Inventory, Warehouse management software for E-commerce sellers
Universal SofTech Ahmedabad usoftech.com	Muktesh Bhavsar, CEO	2008	A provider of comprehensive web services ranging from custom website design to development of complex enterprise web applications
Vaakya Technologies Bangalore vaakya.com	Sudarsan K, CEO	2004	A provider of fundamental research and development of innovative software infrastructure products
Veninore Technologies Bangalore veninore.com	Vadiraj Aralappanavar, Founder	2011	A provider of generic platform that can serve different enterprise segments through interesting solutions provided through mobile
Verinite Pune verinite.com	Ashish Katkar, Co-Founder & Director	2011	A provider of strong domain technology services for small and middle scale institutions in the banking and financial services industry
Webenza Bangalore webenza.com	Puneet Pahuja, Founder & CEO	2011	A provider of digital marketing and deep analytical skills to build brands, visibility and become the voice of their customers
YNG Media New Delhi yngmedia.com	Sudhir Vashist, CEO	2010	A provider of services in the areas of strategy, design, marketing and development and continues to work with brands that want solutions born from collaboration, research and creativity
YQ Soft Labs Hyderabad yqlabs.com	Venkatesh Mallempudi, CEO Srinivas Ramireddy, Co-Founder & Partner	2010	A provider of software development services in all mobile technologies to global clientele
Zibrasoft Technologies New Delhi zibrasoft.com	Shally Raina, CEO	2012	A provider of software development with competency in providing software solutions to clients using latest technology major tools and technologies of software engineering

3LOQ: Mobile Marketing Borne From Telco Data & Advanced Machine Learning Algorithms

By Poulomi Mukherjee

Anirudh Shah,
Co-Founder &CEO

Anirudh Shah and Sunil Motaparti, friends from Carnegie Mellon University, came together at KeyPoint Technologies to create a predictive text platform, ADAPTXT. KeyPoint Technologies set up a base in Hyderabad and Anirudh moved to Hyderabad to be part of the core management team. In Hyderabad, they were plagued with SMS spam. Anirudh and Sunil came up with a simple proposition. It would be a win-win for brands and consumers if they were able to predict the interests of the consumers at any given moment in time and if only such relevant messages were sent to the consumer. It would need masses of data to actually predict the needs of an individual consumer but the problem would be no more difficult than predicting the text that a consumer wanted to enter. So, 3LOQ was born in 2012 as a big data effort to use machine learning and advanced data mining techniques to predict the consumers needs at an individual level.

> **“3LOQ has built a versatile automated platform ARJUNA targeting the needs of the customers by predicting what their current interests are at an individual level”**

Begot by BitChemy Ventures, a technology incubation firm, 3LOQ also faced the daunting task of convincing the influential banks and telecom companies of its abilities. But with patience, persistence and an unparalleled dexterity over machine learning & data mining, the company has won over many clients in India, Thailand and Indonesia in a short span of time. 3LOQ is also looking to prevail upon the markets of Sri Lanka, Malaysia and Philippines in the next quarter even with a minuscule team of 15 heads working tirelessly in an autonomous environment where everyone knows their part and is insightful of how to help the company climb the ladder of success.

Several companies try their hands on numerous services and rain down their myriad of products on their clients making them ‘jack of all trades, master of none’. On the other hand, instead of being a multi-product company, 3LOQ has built a versatile automated platform ARJUNA targeting the needs of the customers by predicting what their current interests are at an individual level. ARJUNA is a back-end large-scale data mining platform. It is data agnostic which can take transaction data from any source and can be used to figure outthe consumer’s behavioral pattern over a period of time instead of tracking their immediate signal unlike other players do. Later, this perceived behavior blended with a number of other data sources is used to deduce the momentary need of the consumer and administer suited marketing messages over their phones. This helps 3LOQ serve better marketing options to their clients. “We are a young company with a core product which helps us anticipate the needs of consumers and work with brands on helping them help their consumers achieve their lifestyle goals,” quotes Anirudh Shah, Co-Founder &CEO, 3LOQ Labs.

3LOQ believes in ‘Simple Connections’. This means that brands must find the information simple and actionable and that consumers should find it simple and useful. 3LOQ itself, should have simple processes in managing the platform. 3LOQ believes that removing complexity from the system makes it easy for brands and consumers to benefit from big data. si

Indian Healthcare Uphill March against Entrenched System

By Akhil Saklecha, Managing Director, Artiman Ventures

Artiman Ventures is an early-stage venture capital firm with offices in Silicon Valley and Bangalore. The firm operates in diverse sectors including enterprise, financial services, construction, food, healthcare, software and hardware.

The Innovation of Healthcare in India

Healthcare in India is at a crossroads. On the one hand, it’s never been rosier. According to the World Health Organization, India has made significant strides over the past 50 years by improving life expectancy from 42 years to 65 years, reducing infant mortality by two-thirds, and eradicating small pox and polio. Yet on the other hand, the rising incidence of chronic illness-

Akhil Saklecha

es such as diabetes, hypertension, and cardiac disease will eventually overwhelm a system that is already hampered with limitations in accessibility, affordability, and awareness.

The elephant in the room is the wealth disparity that is clearly evident in the Indian healthcare system. Those in the lower socioeconomic strata are confined to underfunded public facilities and insufficient medical providers, whereas those with the ability to pay have the chance to enter world-class centers of care that offer cutting-edge technology and super-specialists at their beck and call. Interestingly, the summation of all of these factors makes the current climate in healthcare a fertile area for both entrepreneurs and investors.

The answer to India’s crisis in healthcare cannot be addressed by simply throwing more money at the problem. The process will need decentralized care, physician extenders, and greater involvement of consumers in their own self-care. Technology will need to be leveraged in each area to create solutions that will improve quality and service without driving up cost. We are already seeing the early promise of telemedicine extending the specialist’s reach, vision-screening vans facilitating efficient rural outreach, and the early nibbling of electronic medical records. Future innovations will come from tapping into the one object that straddles individuals of all socioeconomic backgrounds – a cell phone. Understanding the potential of using SMS and mobile health apps can help us find actionable information to manage individual and population health.

Advice for Entrepreneurs

The best opportunities for entrepreneurs in healthcare should:

1) Revolve around solving a problem worth solving – meaning fix something that is a big deal which affects everyone and is a “must have” to all providers and not just a tiny irritant for a few.
2) Incorporate what has worked successfully in other similar countries and learn from what has failed there as well.
3) Gather the best and brightest as you lay the foundations of your team.

Our Outlook

At Artiman, one of our biggest healthcare initiatives is to empower consumers to be active participants in their own healthcare. It is time for them to challenge the status quo around diagnostic testing, treatment decisions, and the need for certain procedures. Our belief is that technology can create platforms that will add a layer of objectivity to a very subjective practice. By enabling consumers to become more aware and informed, we allow them to be partners in the process. Over time, this will lead to a paradigm shift that will prioritize wellness and prevention. India will need to move forward in this uphill march against the entrenched cultural roots of the medical system in order to catch up with the momentum in the developed world. si

Alchemist Digital: **Strengthening SMEs with the Power of Digital Marketing**

By Anamika Sahu

SMEs drive around 22 percent of GDP growth in India; however the segment is left untouched by many service providers leading it to withered condition. The premier agencies were not interested to provide assistance to SME business who could really utilize the potential of the internet to grow. On the flip side, those who could service these SMEs really didn't bother whether they could deliver RoI to their clients. Built to bridge this gap is Alchemist Digital – a digital media agency catering majorly to the SMEs with pure focus on RoI based business model.

Sony Joseph, Managing Director

Alchemist was founded in 2012 by Sony Joseph and Harsha who has decades of experience in online marketing space. But Alchemist's journey was not a smooth transit. The company had tough time overcoming inhibitions by these firms, some of whom didn't believe digital marketing could help while some of them had been cheated in the past and were too scared to invest again. "We had to break all possible myths and demonstrate that getting a business online was really in their benefit," says Harsha Hingorani, Managing Director, Alchemist Digital.

> **"Alchemist does not have a rate chart for their services as each service offered is unique in itself and well customized as per clients need"**

Unlike any other digital media firm, Alchemist does not have a rate chart for their services as each service offered is unique in itself and well customized as per clients need. They closely evaluate and submit an individual plan for their clients within their budget so that they can try out Alchemist's services. Currently the company offers services including Google Adwords, SEO, Bing Ads, and Social Media Marketing in the digital marketing space. The team is also engaged in developing incredible websites, brilliant applications and cutting technological systems that is served to clients spread across five countries: Australia, New Zealand, UK, UAE and U.S.

The 45 people strong team is embedded within a strong work culture that helps them engage with employers and contribute to the company at different levels. "I proudly say that I have a strong reliable team who have endured hardships with us and continue to surge ahead along with the company. At Alchemist we understand the difference between machines and human beings and treat our employees as our own family," adds Sony Joseph, Managing Director, Alchemist Digital.

Headquarter in Navi Mumbai, the bootstrapped company has offices in UAE and Australia. "We look forward to enter the South Asian territory very shortly and to atleast triple the employee strength in the coming six months," concludes Jijoy Joseph, Director, Alchemist Digital. SI

Analytic Edge: **Providing Customized Market & Customer Analytic Tools for Every Business**

By Susila Govindaraj

Most analytical companies provide pre-made solutions as a Power-Point presentation to help their clients to make decisions and walk away. But these off-the-shelf solutions fail to add value and end up in trash in few weeks of trail as every company is different and requires unique customized solutions. To change the scenario, Analytic Edge, an advanced analytics company leverages the right blend of futuristic technology & analytics to show their clients a whole new world of technology-based real-time decision making. The Bangalore based company that adds tremendous value to their clients was co-founded by Dr. Santosh Nair and Vijay Ramaswamy who strongly believes 'Client Knows Best'(listen to the clients), and walking the talk by being with the customer in every step.

Since Santosh believes 'No one knows their company better than themselves', Analytic Edge involves clients in the significant data and analysis stages. They don't hesitate to start afresh and try different techniques to provide sharper insights that enable their clients to make better decisions. While offering significant solutions for data management & reporting, digital analytics and advanced statistical modeling, they have flabbergasted many clients across the globe with their expertise in marketing and customer analytics. Rather than hiring expensive vendors and using expensive softwares, the pay-per-use tool Decision Drivers EDGETM, a cloud-based marketing analytics product enables their clients to help themselves with a little knowledge of statistics.

Various issues like data security, privacy and cost cutting have forced organizations and individuals to take analytics home. Analytic Edge creates customized tools and products for each client without pinching their pockets. Apart from this self service format, Analytic Edge also helps clients to service the user-friendly product offers across various verticals including consumer packaged goods, retail, telecom, hospitality and education services. The company is empowering organizations by evangelizing analytics into newer domains. For instance, Analytic Edge enabled a U.S. non-profit organization to acquire more funds by presenting a robust efficacy analysis.

> **"Analytic Edge leverages futuristic technology & analytics to show their clients a whole new world of technology-decision making"**

The flat-hierarchy of the company enables their employees to think outside-the-box while empowering them to make critical decisions themselves. "We are fortunate to have a wonderful team, who are passionate and dedicated; the team makes up the culture of the company"says Santosh Nair, Founder & Managing Director, Analytic Edge. With such proficient minds working for the company, Analytic Edge has established their office in New Jersey as well. The two offices are engaged in providing in-house built marketing and customer analytic tools and services across verticals including FMCG, retail, telecom and education sector.

Santosh Nair, Founder & MD

Not untouched by the emerging cloud technology, Analytic Edge has already launched their marketing analytics suit over cloud and will soon have the customer analytic suit built on it which will follow with tools on forecasting and digital & social media effectiveness helping customers to curtail the burning cost question. "The major road map for our organization is to enter into sectors where analytics have not been evangelized so far by taking it to tier II, III and IV companies namely in verticals of NGO, education and healthcare as they cannot afford the high priced services of big providers," concludes Santosh. SI

Technology Usage for Mankind

Mayur Danait, CIO, Lupin

Mumbai based Lupin Ltd. (LUPIN.NS) (LUPIN.BO)is a transnational pharmaceutical company which is the second largest Indian pharmaceutical company by market capitalization. The current market cap of the company is $428.87billion.

Any field bereft of technology implementation is sure to be obsolete in their respective market space. Realizing this, we made efficient investment on the technology trends like cloud, mobility, analytics and social. We have leveraged technologies which are aligned to our business requirements. Among these technologies, mobile application is more compelling and has facilitated us to scale our products in very reasonable costs.

Since the traditional 'feet on the street' model proved futile, we are working towards augmenting productivity by leveraging Salesforce mobile technology. Mobile applications have enhanced interaction with our stakeholders whether it is a doctor, patient or healthcare provider. For example, daily call reporting to a doctor by any chemist is now easily handled through mobility.

Mobility had also enabled heightened warehousing management by integrating with barcode technology. It ensures that when we scan a product, the right product is entered without the possible human error. Our bulk of investment scores here as it enhance our productivity. Using mobile apps and electronics product brochures is proving far much easier to deliver medical representatives with the product information.

We are a pharma company where our products have a direct bearing on the consumers' health. Hence, it becomes our prime responsibility to strictly follow the regulatory authority. We are subject to audit from the regulatory authority both from India and overseas. We put a significant effort to strengthen the overall governance processes by ensuring that our system are compliant from the regulatory standpoint and hence the integrity of the system remains intact. In addition, we automated some of our key processors in the quality assurance side. There are process control, process change, control management, and deviation management to ensure that these transactions remain transparent, robust, and reliable. The integrity of any system is a deciding parameter for the credibility of the processes and hence enhancing the compliance.

New Role with Technology

Few years back when SAP-ERP enabled the entire transaction to become automated, we invested in upgrading our ERP landscape which was India centric. In 2010, we did a series of global roll out, where we expanded our usage of ERP system globally which contributed its share of business revenue on SAP. Along with this global growth, we consequently followed a 24/7 support system window. Gradually there was a shift from being an automated transaction system to being business partners where now most of the strategy business units are being handled by the CIO. However, we faced industry level challenges in the growing investments in areas like business intelligence, quality management, supply chain and R&D. These, in turn, enabled us to drive higher productivity, data compliances, better analytics, and equipped us in making better decision.

Microsoft cloud based solutions are one of the largest adaptors across the sectors. We put our e-mails on the Cloud. We have integrated our entire Salesforce on the same system so as to avoid day-to- day daily task consuming our employees' time and efforts. From business standpoint, many of our peers have grown through acquisitions and we found it far easier to integrate the entire system on cloud which is a common platform.

Security Concerns

We accentuate employees towards Bring Your Own Device(BYOD). But, information security has been a major concern for us. We did a very significant program named KAVCH to address this information security in a very holistic manner and have addressed three aspects like people, process and technology. The threat lurking is about leakage of Internet Protocol (IP). To counter this security concern, we adopted IFMS framework.

We have invested in technology front as well, like next-generation Firewall infrastructure for network security concern and invested in secure virtual data room technology where we have

The integrity of any system is a deciding parameter for the credibility of the processes and hence enhancing the compliance

to share confidential information with collaborator outside the enterprise. Securing information has always been a global concern, especially when the information is put in cloud. To tackle this issue, before signing up with any cloud service provider, we go through a very strict application security protocol. The IT security head reports us and we do a necessarily detailed review of the service provider both from technology and infrastructure standpoint. Security parameters need to be met and in fact, we do a physical verification of the

infrastructure of the service provider who assures us on data securities.

Our commitment to customers to provide them with authentic products which will be of high quality was proved when recently in U.S. we passed the Drug Quality and Security Act (DQSA) in 2012. We provide SMS based anti-counterfeit solution. It is a 9 digit number that gets printed on the medicine strip. Any consumer who is buying the strip from any chemist can send the code to a service member whereby getting the SMS authentication that it is manufactured by Lupin, which is an assurance for our customers that they buy authentic medicine and not duplicates.

Growing with Yearly Vision

In near future, we are going for ISO 2700 1 certification which will be a baseline for a secure and stable process. With a comprehensive roadmap year after year, where we focus to enhance four major areas in our company - business application, infrastructure & technology, risk & compliance and people. We have a well-defined target for ourselves. We work with Gartner and do a lot of benchmarking on our internal processes like infrastructure & operations, portfolio & people management, portfolio & project management, information architecture. It is a kind of a structured roadmap which we upgrade yearly. *(As told to Jisha Unni)* SI

Analyttica: A Blend of Business, Analytics, &Technology

By Susila Govindaraj

While technology can access, store, and compute data that comes in different formats, speeds and much higher volumes, the need for professionals with deep analytical talent to harness this data and create substantial business impact is more exacerbating than before. Along with proficiency in the analytical continuum from very basics to highly advanced, an organization also needs deep knowledge of business domain to create significant incremental impact. Founded as a balance between the 3 dimensions of Business, Analytics, and Technology is Analyttica, a startup providing end-to-end analytical solutions, as well as the creation of the world's first advanced analytics simulation-based gamified training and learning platform (Patent Pending) that can enable organizations and individuals to learn and create solutions to real life business challenges. Analyttica was founded by Rajeev Baphna, former Senior Director in Citigroup, where he built and managed global analytical centers and delivered robust business impact across 25+ markets.

Rajeev Baphna, Founder, CEO & MD

Rajeev's reputation, credibility, and business knowledge, not only enabled him to engage the previous business relationships with senior executives into a substantial and growing client base, but also helped in assimilating rare talent ranging from data-scientists who have worked in the discovery of the Higgs-Boson particle to IISc, IIM and IIT alumnus and PhDs, across more than 300+ publications and patents. With 25+ years of global experience in analytics and financial services, Rajeev is enabling key business pain points to build appropriate solutions that can create incremental business impact across the customer life cycle. His past experience as a CFO for $10+ billion global financial services portfolio served invaluable in orienting a strong business linkage to these solutions, supplemented by his engineering, manufacturing, and services background. "We spent decades strategizing various frameworks along the customer life-cycle of Acquire/Engage/Retain, that are now transformed into solutions and platforms which can be driven analytically to enable profitable business growth, that goes deep into customer satisfaction and loyalty," says RajeevBaphna, Founder, CEO & MD, Analyttica.

Analyttica's solutions and forte of knowledge immersion addresses a major current business challenge – global applied analytics talent "scarcity". By dedicating more than 10 man-years in R&D, Analyttica has created a proprietary solution TreasureHunt™; a virtual simulator with real life data, that can train, incent, and help solve deep business challenges through the application of analytics, technology, and data. The gamified learning platform hones and sharpens analysts' reflections by exposing them to unpredictable conditions in advanced analytical applications.

TreasureHunt™ already is in extensive pilot and roll-out stages with clients on-board including top financial services MNCs across U.S. and Europe. The company is also in discussion with specific other verticals like retail and healthcare. Analyttica's cost-effective solutions embedded with in-built audit and governance capabilities are being quickly absorbed by companies, large and small. Its focus on "institutionalization of knowledge" has enabled the creation of knowledge management solutions that enables organizations to be less affected by talent attrition, as well as leverage of already created solutions from one market/function to another. Dynamic collaborative capabilities are expected to solve the real business pain points of working across multiple geographies for global organizations.

Analyttica's current focus is global scale-up, and seeks investors/alliances to develop & roll-out faster. It hopes to double the strength of experienced talent on board in the next few months, and also substantiate its first mover advantage. Analyttica prides itself in its internal open culture, integrity, & strong reputation in global markets. SI

Dynamic Netsoft Technologies: Being the Numero Uno in Microsoft Dynamics Space

By Susila Govindaraj

Having an unwavering drive to improve the business operation by way of a well-defined business processes and system for customers around the Gulf; Sirajudeen Ismail founded Dynamic Netsoft Technologies in the year 2010 in Chennai. Sirajudeen holds over 17 years of experience in business, finance and ERP and has a passion to define business process and implementing business solutions to help other business owners get the support they need and a good RoI.

The IT consulting firm currently delivers innovative and scalable business solutions to help customers reduce costs, increase revenue and gain competitive advantage through technology. Today, Dynamic Netsoft is known as one of the top three and trusted partner for Microsoft Dynamics market in Saudi Arabia. "We want to be the numero uno in Saudi and Gulf market initially and moving on to become one of the top five in global market," says Sirajudeen Ismail, CEO, Dynamic Netsoft. They specialize in providing vertical solutions in Microsoft Dynamics AX Real Estate, Construction and Investment sectors.

Sirajudeen Ismail, CEO

However, the company experienced setbacks and challenges in the initial days as it competed with the biggies of the space. Soon after realizing that only way out is to gain customers' satisfaction and trust, Dynamic Netsoft detailed itself in providing the best and high quality services with timely delivery along with value addition. Today each solution they provide – Microsoft Dynamic Solutions, technology consulting, business consulting and strategic staffing that specializes in ERP implementation, custom application development and integration solutions, and networking and infrastructure services – is efficient enough to handle the ever changing needs of customers demand of handing their business processes and requirements. They have upgraded and enhanced their solutions to meet customer needs and serves clients including Eurofins India, Asala Holding, and Metwelly Steel Products company among many more.

With the launch of Dynamics AX2013 in the recent time, Microsoft set itself as one of the top two ERP solution providers. With advancement in software features, adaptability of resources to the new features is becoming a challenge. Hence, to overcome the product adoption, Dynamic Netsoft has opened in-house training facility to train from freshers to the advanced users. "With a blend of offshore and onsite services with the operations in India, Saudi Arabia and Canada, we have increased our customer base three fold and achieved a revenue growth of over 300 percent comparing to the first year," adds a proud Sirajudeen.

> **"Dynamic Netsoft Technologies delivers innovative business solutions to help customers reduce costs, increase revenue and gain competitive advantage through technology"**

The company still continues to invest in their products for new features and enhancements along with their employees to keep them up-to-date with the latest technology developments. By leveraging their best in class solutions/services in business consulting and Microsoft Dynamics, Dynamic Netsoft seek to further penetrate its solutions into new markets by way of expanding through enhanced presence in India, North America and Europe. The company will also partner with ERP implementation partners globally to resell their products. SI

FabAlley: **Emerging as the Preferred Fashion Destination for Girls in their Early-Twenties**

By Susila Govindaraj

While other women merely felt the scarcity of pocket-friendly fashion options, doers Tanvi Malik and Shivani Poddar saw it as a stepping stone and launched FabAlley, an online fashion brand in 2012. The Noida-headquartered company addresses the needs of style-conscious women in their early/mid 20s who are early jobbers and are looking to buy their dream wardrobe within a tight budget. The two aims to prove that 'young' is no longer antonymous with 'wise' by meticulously strategizing their every move via FabAlley's fashion-forward and budget friendly apparel and accessories. While evaluating FabAlley, Shivani and Tanvi double-checked the huge gap between supply and demand for affordable yet globally trendy products with an in-depth survey. Having foreseen that the technology revolution would result in making e-Commerce the next big thing, coupled with the convenience of serving 6000 pin codes from one warehouse; they opted for going online and FabAlley was born in June 2012.

FabAlley scrutinizes high street and runway pieces to remain indomitable in capturing the latest global trends and presents them in the fastest time possible. The swoon-worthy collection is literally tailored to the tastes of the upwardly-mobile, young Indian women, by FabAlley's in-house designing team and manufactured by their vendor base across the globe. FabAlley has become a fast fashion pioneer in the country by introducing 200 new products every month, beating their online competition fair and square. Since FabAlley is positioned as a fashion brand and not an online marketplace, they also retail through other channels such as Myntra, Jabong and Flipkart. On these channels, FabAlley is one of the highest selling Western women's wear brands.

Tanvi Malik, Co-Founder

Shivani Poddar, Co-Founder

In a short span of two years, their challenges have evolved from 'not being taken seriously' to 'keeping back-end apace with tremendous growth'. Being all of 25 when they started, they faced their fair share of challenges, such as setting up a supply chain, building a robust vendor base at par with their expectations and mitigating their lack of IT expertise by outsourcing the IT function to a competent third party. With major support from their family, the duo was able to bootstrap the company for a year and a half, till they got funded by the Indian Angel Network in October 2013.

The team of fashion enthusiasts at FabAlley is constantly striving to bring the best to their customers,

> **"FabAlley scrutinizes high street and runway pieces to remain indomitable in capturing the latest global trends and presents them in the fastest time possible"**

whether it's the latest trends, a fabulous website and fashion blog or an excellent customer experience. "The challenges in a start-up are very different from those in an old and established corporate, which is why our hiring strategy is very different. We bank much more on the person than their past work experience or degree," says Tanvi Malik, Co-Founder, FabAlley. Since they are scaling up, FabAlley is moving technology in-house to have complete control over it. Currently, they are working on channel expansion and strengthening their brand via more aggressive marketing efforts. Though they are already shipping to countries such as U.S. and Australia, they plan to market internationally in the next few months and make a stronger presence there with their global fashion offerings. si

Flarepath: **Youth & Lifestyle Shakes Hands with Young Marketers**

By Poualomi Mukherjee

It is rightly said that 'A lot can happen over coffee'. When two friends, Saurabh Kanwar and Milap Shah, met for coffee and had work related discussions, an idea struck in their minds. Then, much as the likes of several legendary companies such as Apple, Microsoft, Walt Disney, Google, HP, Harley Davidson and many more; Flarepath too was incepted in a garage. Incubated by Nexsales; a firm focused on the U.S. B2B markets; and spun off as an independent subsidiary in 2013, Flarepath was established with the idea to drive business using digital social media marketing through engaged communities. While other companies working for social & digital media tend to have only activity proposition and no outcome value, Flarepath works for its clients on an outcome basis whether it's for creative campaign, media buying or community targeting youth and lifestyle. "It's a firm that goes beyond Facebook and other social media which has become a cliche now," says Saurabh Kanwar, Co-Founder & President, Flarepath.

Flarepath offers end-to-end, creative content marketing services and products that help a number of brands to reach out to their customers, build communities, activate their custom content build. It extends its service offerings in dominions like brand strategizing, social media ads, community management, video content, web, mobile & tablet apps, and analytics & insight in the field of entertainment, retail, lifestyle and media. Flarepath helps build brand awareness & reputation, increase product sales & store footfalls and improve customer service. Some of its major clients are producers like Excel Entertainment for movies like Don 2, Talaash & Fukrey, Balaji for Mein Tera Hero, and TV channels like Movies Now & Romedy Now. It also works with brands such as Diesel, Quicksilver, Superdry, Gas Jeans, Lakme Fashion Week, Itz Cash, Jack and Jones, Viacom18, Ogilvy, OMD, Johnnie Walker, ICICI Pru, SBI, H&R Block, J&J, Hockey India League, Hyatt, start-ups like Furlenco and musafir.com, and along with private equity firms and celebrities like Priyanka Chopra, Shekhar and several others.

With a team of 55 people working with an individual entrepreneurship approach mixed with a friendly homeliness environment, Flarepath also drives in three creative communities that it runs by the same rules that it recommends to clients: Visual Disobedience, Okaypotato and Sk8adelic. Visual Disobedience is an art-centric community that helps the company's clients not only develop corporate art for office use or other needs but also serves as a viable channel for budding artists to showcase their talent without going through the meticulous path of approaching galleries and e-Commerce sites. This community works with an ambition to bring art to the public spaces to impact the common people's lives as it is meant for everyone. Okaypotato is another community which is a content and brand studio that pertains to youth, culture, music and humor andis used by brands to bring their market research to people in subtle and effective manner. Okaypotato has recently been commissioned by VH1, to take its content to a wider audience. The third space is a very small and niche community around skate boarding called Sk8adelic.

While Flarepath is already serving many clients in India and U.S. with headquarters in Mumbai, its paramount services amalgamated with creativity has instigated many more clients from Europe, Middle East and Southeast Asia to line up. Apart from that, it has recently secured an extremely prestigious project with the Mumbai Police that comprises bringing public wall art and street art to police stations and other public places across the city over the next two years. si

Saurabh Kanwar, Co-Founder & President

Creating the New Age Enterprise

By Kiran Kumar, SVP – Global Delivery, ValueLabs

ValueLabs is Hyderabad based company founded in 1997. The company is a global IT services company offering technology consulting, software product development, testing and knowledge process outsourcing services.

Rapid advancements in wireless infrastructure have made connectivity ubiquitous. Sophisticated solutions such as media, social sites, games and productivity tools have become as common as the traditional telephony services. Mobile technology has evolved from enabling enterprise email and data on the move, to providing advanced applications that have the potential to change the way enterprises do business. Evolution in location-based services, social networks, mobile payment processing, low-cost device add-ons and integration with enterprise systems has facilitated the consumption and production of information, goods and services from anywhere in the world.

Rising competition, data security and compliance pressures have made it imperative to ensure high-quality, high-performance and high-availability of business critical software and data, all under a highly secure environment. The importance of Enterprise Mobility cannot be overstated in this climate.

Enterprises have realized how a powerful mobile presence can improve business agility and deliver superior customer service (by enabling informed decisions and timely actions). Enterprises are, therefore, increasingly looking at using the mobile medium for providing innovative solutions, creating new revenue streams, and reducing operational costs and overhead.

Many enterprises are adopting Bring Your Own Device (BYOD) programs to give employees access to company resources anywhere and anytime, thereby increasing productivity and driving employee satisfaction. However, the need for securing employee-owned devices and supporting multiple mobile platforms, while securing corporate data, can be challenging for the enterprises. ValueLabs works with enterprises to help them maximize the potential of their enterprise mobility strategy.

Making the transition to Enterprise Mobility: Key things to consider

The need of the hour is to employ secure, scalable and cost-effective enterprise mobility solutions that navigate technological complexities and help enterprises transform their business processes to emerge future-ready for the mobile era.

The best practices to be kept in mind while adopting enterprise mobility for your organization are:

• Business analysis

It is imperative to understand the challenges and complexities involved in adapting to enterprise mobility. Only with detailed know-how of the business requirements and internal processes, organizations can initiate decisions and prepare the ideal mobile strategy for facilitating the transition to enterprise mobility.

Enterprise mobility providers need to empower enterprises by offering robust plans that are future-proof, secure and reliable. Vital aspects of the mobility strategy, such as the correct installation of enterprise applications and compatibility with various devices & OS, should be covered as part of the business/technology consulting process.

• Planning and execution

From our 14 years of experience in mobile development and testing, we have understood that one of the crucial aspects is to transform the clientele's business process radically and help them effortlessly embrace mobility. Enterprise mobility solutions based on pre-built solutions and platforms significantly reduce operational costs.

Enterprise mobility service offerings should include advanced analytics about the usage, management and tracking of enterprise data through:

• Mobile Application Management (MAM): To manage enterprise applications across company, employee or shared devices in the enterprise.

• Mobile Device Management (MDM): To quickly enroll devices in the enterprise environment, configure and update device settings Over-The-Air (OTA), enforce security policies, comply with regulatory requirements, offer secure mobile access to employees and remotely lock/wipe managed devices.

• Provisioning and Deployment: Covered as a part of the Mobile Device Management (MDM) module, organizations need to ensure the following services are offered as a part of the enterprise mobility service offering: configuration of new devices, OS compatibility, application upgrades, backup and restoration, accessibility in remotely controlling devices, service discovery and provisioning.

• Mobile Content Management (MCM): To ensure the secure distribution and access to official documents for employees' on-the-go from their mobile devices and tablets.

Kiran Kumar

• Maintenance

It is a prime aspect of offering quality enterprise mobility services to organizations as it delves into day-to-day operational issues, version control of application source codes, development of add-ins, periodic releases, performance enhancements and necessary documentation.

With experience across every touchpoint of the mobile ecosystem, ValueLabs delivers best-in-class consumer and enterprise mobility solutions that:

• Facilitate collaboration across the enterprise, boost workforce productivity and reduce transaction costs and time

• Improve decision making by empowering employees with real-time information

• Transform user experience, increase reach and streamline workflows

How organizations can add value through enterprise mobility

Key business values that organizations achieve by embracing enterprise mobility include:

• Building long-standing customer relationships

Mobility solutions that capture information about customer interactions and activities before and after sales discussions bring a new level of understanding that can deepen insight, increase responsiveness and improve communications. Real-time knowledge of evolving customer history and changing needs allows enterprises to deliver relevant and valuable service and information.

• Increased operational efficiency

Mobile enablement allows collaboration across the enterprise boosts workforce productivity and reduces transaction costs and time. Specifically, in the areas of inventory management or customer support, mobile solutions are an upgrade to the manual, non-integrated tools many personnel use to track inventory or respond to customer queries. Mobile solutions help shorten the time to replenish supplies, increasing inventory throughput / sales and speed tracking or resolution of issues.

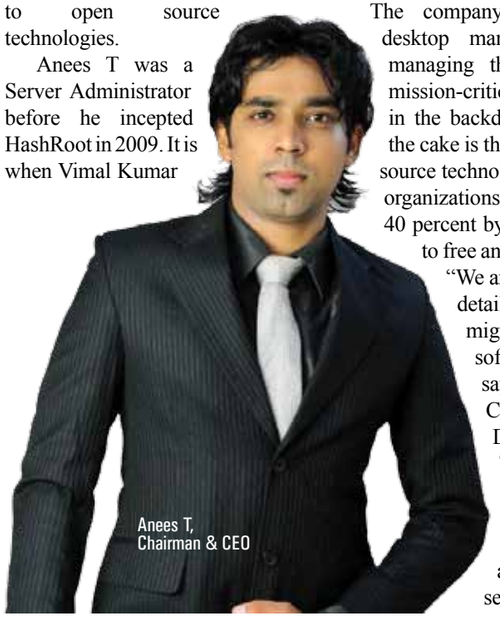
Many companies are experiencing these benefits by adopting enterprise mobility services. At ValueLabs, we have built customized mobile solutions that have revolutionized the organization's work environment and simplified operations. si

HASHROOT: An Embryonic Juggernaut in the Server Management Industry

By Poualomi Mukherjee

While the most arduous task for a startup is to establish themselves in the market and convey the value of their services and products to its clients, HashRoot Technologies has not only mastered its root domain, i.e., server management, to capture clients in varied geographies but has also expanded its services furthermore and prevailed all of them. Despite an uphill battle against challenges like poor infrastructure and low funding and insufficient manpower, the company became a one-stop solution in a very short span with persistence and competency. HashRoot manages the entire IT infrastructure of its clients along with providing consultation to open source technologies.

Anees T was a Server Administrator before he incepted HashRoot in 2009. It is when Vimal Kumar from Red Hat got fascinated with his work that they two joined hands to form the company. Today, HashRoot offers Security, Monitoring and Server Audit solutions which currently serve many well-known companies in the Web Hosting industry. The company strives to remain up-to-date on emerging and future technologies and has already maneuvered many upcoming technologies as the likes of Cloud and IM technology within a few years while even the idea of the prospect seems incredible to its competitors. HashRoot's service offerings vary in a wide range such as Infrastructure Management (IM) Services, Enterprise Cloud Services and Software Development & Testing. The company also offers servers desktop management along with managing the server itself while mission-critical services are running in the backdrop. But the cherry on the cake is their consultation on open source technologies which has helped organizations cut their IT costs upto 40 percent by simply switching over to free and open source solutions.


Anees T,
Chairman & CEO

"We analyze the cases in great detail and ensure a smooth migration from proprietary software to open source," says Anees T, Founder, CEO & Managing Director, HashRoot Technologies.

But as technology progresses, the need for an impregnable and user friendly security system has also become paramount. Keeping that in mind, HashRoot has come up with a dedicated support solution known as ServerAdminz to accentuate their Server Management Services. An R&D team working tirelessly to invent innovative ideas and performing in-house testing of the new solutions aids HashRoot improve its operational efficiency. Using an amalgamation of business strategic and technical skills targeting the reputed data centers & web hosting companies combined with partnerships with reputed data centers, the company has painted a large footprint on the globe covering U.S., UK, Singapore and Dubai on its wake. "Our focus is to solicit clients round the globe," adds Anees further.

These initiatives caught the eyes of the clients and the company soon became a favorite of theirs. Pushed by the enhancing demand of its services, HashRoot shifted to one of the largest IT Park in Kerala, Infopark within a year of inception. The company currently has over 80 employees engaged in providing world-class services to its customers. In the near future, HashRoot anticipates focussing on web security and developing advanced security applications or scripts. Further, the company plans to use existing cloud technologies and take it forward by building custom tools to simplify and automate tasks, thus enabling SMBs to spend less on IT maintenance. HashRoot has also strategized a perfect market entry to expand to the overseas market as the likes of Canada, Spain and Germany. si

The Mass Mobile Indian Internet – Largest Companies yet to be Born

By Vikram Vaidyanathan, Director, Matrix Partners India

Incepted in 1977, Matrix Partners is a U.S. based venture capital firm investing in seed and early stage companies across U.S. and India particularly in the software, communications, semiconductors, data storage, internet and wireless sectors.

Almost no one contests that over the next 5-7 years there will be 250-300 new internet users in India, primarily experiencing and accessing the internet from their mobiles. We are at the beginning of the most exciting phase of the mobile Internet in India – the Internet is about to become both "Mass" and "Indian".

The best example of this that I can think of is when Indian satellite TV changed forever from people watching English shows like "Small Wonder" to "Saas Bhi Kabhi Bahu Thi" sending TRPs sky rocketing and starting a TV revolution. Mobile Internet entrepreneurs truly need to embrace the new user to be successful going forward.

Of course serving this new user means embracing a mass business model, acquire a LOT of users and each user will be worth a very small amount of money – daily, weekly, monthly. That's how most large mass businesses in India have been built.

Let me try and illustrate my dream for what this could look like in 2 sectors that will hopefully experience a mass mobile explosion.

1. Mass-Gaming: The success of Teenpatti, Paid downloads of games from telco stores and the proliferation of the pirated offline market in mobile games all point to large demand and willingness to pay in small sachets.

Vikram Vaidyanathan

To make this mass-gaming model work gaming entrepreneurs will need to "Cultaralize" games (term borrowed from China's gaming industry), for example:

a. Characters: that Indian users can identify with

b. Language: Using colloquial lingo

c. Economy: designed around objects that user

I understand that cost per install and micro-payments are two large problems that my gaming entrepreneur friends are grappling with, but I do know other startups are solving this over the next 6-12 months e.g., iPayy for micropayments (Disclaimer: my portfolio) or InMobi and Vserv on cost per install

2. Mass-Saas: Every small business owner that I meet is already using mobile technology to make their business more productive – all you need to see is how they use Whatsapp! Few ideas that seem primed:

a. Accounting – SMEs are using apps to keep track of their daily cash register, outstanding receivables and daily reports. India's version of Quickbooks has to be on mobile!

b. HR management/Productivity tracking – with a large part of the SME workforce on commission and daily wages, mobile is the ideal answer to both the employee and boss' problems. Where's the Indian SME's version of Workday – coming soon?

At Matrix India, we would love to partner with and serve founders who are going to create the Mass Indian Mobile Internet Explosion. Looking forward to hear from you. si

Insight PLM Consulting: **Encomiastic & Infallible Consulting Organization**

By Anamika Sahu

When a company is built on the foundation of 'Never Fail a Client & Never Fail an Employee', it becomes unerring. This is precisely what concretes Insight PLM Consulting and makes its DNA. Way back in 2010, when Gaurav Hazra and Navtej Bassi realized that clients need strong and focused niche players who can bring more value through specialization and thought leadership, they incepted Insight.

The vivacious leadership team – who holds years of experience working in large global blue-chip companies within very complex ecosystems of product vendors, systems integrators, consultants and clients – helped the company witness strong growth and consistent profits since inception. Last fiscal year, the company delivered over 90 percent growth and very strong profile with just 15 percent increase in costs. This was possible by the great clients the company acquired and retained since its initial days. This helped Insight to build a debt and investor free company completely based on internal accruals.

Gaurav Hazra, Co-Founder

"Like all startups, we too had our challenges of talent acquisition, brand establishment, cash-flow and governance. We overcame some of these by prioritization, discipline, tight-fisted approach and just focusing on the right thing," says Gaurav Hazra, Co-Founder, Insight PLM. The company relentlessly worked with clients to deliver value at each step in the making that helped Insight establish its brand and market recall. Be it addressing a specific business pain or driving a business transformation through consulting and implementations or just deploying solutions to address a gap in business process coverage, Insight PLM is known in the market for delivering value and meeting clients' expectations.

Insight PLM has a niche focus on those clients whose business depends either on timely launch of a 'New product' or the successful delivery of a 'complex project' on-time and on budget. While one part of the business is engaged to enable product makers to formulate, implement and execute new product development strategies; the other part is engaged in helping project-intensive businesses manage their project lifecycle and significantly improve their project execution capabilities. Insight is a hierarchy free organization that encourages people to take initiatives and grow helps the company to have a very low attrition rate. "The vital combination of our thought leadership in the market, agility, domain knowledge and ability to deliver differentiates us significantly from our competition," adds Shashi Verma, Director – Delivery & Product Development.

Insight PLM has a strong presence in India, ASEAN & Middle East countries and serves clients in the verticals of engineering and construction, oil and gas, utilities, pharmaceuticals, manufacturing and heavy engineering. Their strong portfolio of clients includes L&T, ITC Ranbaxy, SUN Pharma, KEC International, Nuclear Power Corporation of India, MERALCO, MIESCOR , IMI, Unilever, Aditya Birla Group and many more. Insight PLM envisions to be recognized as a thought leader among its core market globally and grow 10 fold in the next three years. The company has recently formed its subsidiary in Dubai to have direct presence & drive the GCC and African market. It is preparing itself for take-off and potential equity infusion in order to drive exponential growth and get to the next level. si

> **"Insight PLM is known in the market for delivering value and meeting clients' expectations"**

Intellileap: **For an Intelligent Leap Towards Excellence**

By Pankaj Kundwani

India undoubtedly has emerged as a major innovation and development hub for IT products in the world. Yet, the most prosaic fact is that there is still a huge dearth of Indian products in the global marketplace. There are very few who think beyond working on the upper layers of existing IT products and create something new diving deep into the technology. Vignesh Hebbar was one of those who always wondered why we can't have 'Made in India' – worldclass IT products. Though long gestation period in the lifecycle of a product company plays a major role in shrinking the number of product companies in India, the entire process consumes a significant time and it becomes difficult for businesses to survive during this period. It never tied Vignesh away from his dreams. Therefore in 2012, he along with Mr. Badrinath Kamath started Intellileap Solutions India with a vision of bringing up innovative software products that could enhance business processes and ensure greater business success. "Today technology is changing at such a pace that when you think your final product is ready, it is time again to work on it," says Vignesh Hebbar, Founder, Managing Director & CEO, Intellileap.

Having spent over 20 years in leadership and acclaimed management roles spread across MNCs, Vignesh discussed his ideas with diverse set of industry leaders and finally decided to start with Business Process Management (BPM) that always amused him as a management discipline and as a technology. He started delving deep into the dynamics of BPM and understanding the opportunities, prospects and challenges of the global BPM market projected to be $7.6 billion in 2016 by Forrester Research.

Vignesh was well aware of the complexities in obtaining and managing human and working capital. Hence objectifying Intellileap demanded a work force to reckon with, this being the basis with great pensive he brought in ten, not only like-minded but also enthusiastic, committed people with rich industry experience. Living by its name derived by coalescing 'Intelligence' and 'Leap', Intellileap strives to equip its clients have an intelligent leap towards excellence. The two year old startup is now ready to go to market with its flagship product IntelliPro BPMS which is built using the latest web based technologies, Microsoft technologies and open industry standards such as HTML5, JavaScript and others. The software easily integrates with an organization's existing IT infrastructure and is available not only as an On-Premise solution but also as a Cloud offering.

The robust, scalable and secure platform can be accessed on laptop, tablet or mobile without time or place constraints. Even the User Interface (UI) is such that even non-technical people can easily define, design, execute, analyze and improve their processes immaculately. In the days to come, Intellileap plans to be compliant with PaaS (Platform as a service) and also offer BPaaS (Business Process as a Service). The company would be focusing on specific industries such as Manufacturing, BFSI, Retail, Pharmaceuticals, amongst others in the markets in U.S., Middle East, and South East Asia.

Eyeing on the prospects of BPM where it would even become an important feature of offerings like ERP, CRM, ECM and others, Intellileap is looking to raise capital in innovative ways without compromising on its management control. Currently headquartered in Bangalore, the organization will be incorporated in U.S. next month and would also look for setting up offices in Malaysia or Singapore in the coming times. si

Vignesh Hebbar, Founder, MD & CEO

Kumi Labs: **Restoring the Joy of Gaming**

By Pankaj Kundwani

Kunal Mahajan,
CEO & Founder

With mobile technology expanding its shadow over the world, mobile applications and games have received a burst of attention from all age groups. According to Gartner, mobile games are the fastest-growing segment of the worldwide video game marketplace with revenue set to nearly double between 2013 and 2015 from $13.2 billion to $22 billion. Riding on the prospects that mobile devices offer, Kunal Mahajan founded Kumi Labs in 2013 to offer wide range of mobile games and applications to a vast range of clients across different industries.

Having a passion to start a quality driven organization, Kunal's road was never a rosy path. He started with an initial investment of $3000 and faced great intricacies in hiring people, setting up the office, managing finance and many more. But his aspirations were greater than his obstacles and so the young entrepreneur and his small team started building applications for Android and Blackberry platforms and uploaded them on the web. Within a short span of time, company's product base expanded to over 100 applications achieving over 15 million downloads. This helped the organization earn significant revenues to sustain in the competitive market and manage its running expenses.

Rising up from the initial phase of low revenues, lack of funds, experience, and marketing issues, the company has successfully strengthened its roots reaching the state of stability. Headquartered in Noida, Kumi Labs has secured second position in the Vodafone AppStar Challenge at the international level. It has also been recognized by Microsoft as the North India regional finalist for Bizspark and has also won North India Google Entrepreneur Week challenge to name a few. "Though we are a small team, we have proven our mettle bringing up innovative and interesting products. Our current interest is towards cross platform game development which will be on iOS, BlackBerry, Android, Facebook, Windows & web," says Kunal Mahajan, CEO & Founder, Kumi Labs.

> **"Keeping 'User Excitement & Engagement' at the forefront, Kumi Labs strives to deliver innovative products that are defect free and meet high standards"**

Keeping 'User Excitement & Engagement' at the forefront, Kumi Labs strives to deliver innovative products that are defect free and meet high standards. Proper planning and smart execution helps Kumi Labs achieve faster development and delivery of efficient games and applications. For instance, it is set to launch a file sharing app which will have unique features like drag & share amongst others.

This 15-month old startup left no stone unturned to cut a bigger piece of the pie for themselves. Though struggling with scarce resources, the innovative minds have successfully built products that are creating a steer in the market. The team at Kumi Labs is determined enough to take up big projects but the only limitation it faces is availability of funds which restricts them from their objective of keeping user excited with new concepts. The startup has recently raised an investment of $3 million and to further expand its team and take up high scale projects, the company is looking for investors who could boost Kumi Labs journey to the top of the ladder. In the days to come, the organization wishes to attract industry's best talent and develop innovative, appealing cross platform games for multi platforms and web but looks forward for participation from encouraging VCs.

Lucideus Tech: **Hacking for the Right Reasons**

By Pankaj Kundwani

'With birth of money came the robbers, and when robbers grew, came the police'. This historical dogma breathes in a larger and more complicated atmosphere in present times. Today, information equates to money saving it from the modern day robbers - Hackers - is what perturbs the organizations all over the globe. With a purpose to ensure businesses have a safe and secure information flow on the web and developing a cyber security eco-system in the country, a young entrepreneur - Saket Modi - founded Lucideus Tech in 2012.

Today, over one third of the global population is connected through web. But with increasing populace online and the amount of data being generated every day, there is high risk of theft, fraud, and abuse on the web. Based in New Delhi, Lucideus Tech lives by its name which has emerged by coalescing 'Lucifer' meaning 'darkness', and 'Deus' meaning 'God of Light'. Lucideus Tech strives to channelize the bad energy of hacking into the right usage by right intentions and skill sets. It engages itself into ethical hacking to save businesses from the wrong doers and evil forces.

The world is moving towards a collaborative technology - Internet of Things (IoT) which will bring together technologies like big data, cloud computing, analytics and social media on one platform. The only reason that holds back businesses move to such game changing technologies is security. Sensing the opportunities and the challenges in the rapidly growing cyber market, Saket and his friend Vidit Baxi joined hands to provide organizations with cost-effective security solutions catering their specific needs. It mainly provides Cyber Security Consulting, Cyber Security Training and Cyber Security Services. The two year old startup today serves three of top five private banks and four of the top five e-Commerce companies in India. Its basket of clients contains some of the big names like IBM, Microsoft, Cognizant, HCL, RBI, Indian Railway and many others.

Saket Modi,
CEO & Co-Founder

Nurturing great minds from renowned educational institutes, the company houses a strong team of 32 people which is well versed with the criticalities of cyber security. Lucideus Tech has also set up a research lab inside the IIT Bombay campus which gives the company an extra edge while attracting the cream layer of the industry and engages with them in research activities. Passionate about cyber security, Saket has been taking workshops in most IITs. The company has trained over 60,000 people in more than 200 colleges across India that has also helped the organization attract and employ industry's best talent. "'Chance favors the Prepared'. Cyber security is not our core competency, it's the only competency that we have. Thus, we are prepared for the web revolution the world is going through and strive reaching a point where everybody wants to connect with us," says Saket Modi, CEO & Co-Founder, Lucideus Tech.

> **"Lucideus Tech engages itself into ethical hacking to save businesses from the wrong doers and evil forces"**

Before incorporating the company, Saket and Vidit had been giving training classes and consulting on cyber security across the country. This has helped the company remain bootstrapped till date. Headquartered in Delhi, Lucideus Tech has offices in Kolkata and Mumbai. It plans to start an office in Bangalore by the end of this year and envisions expanding its foothold in the Middle East, Europe and North America. Lucideus Tech wishes to keep moving ahead with a vision of becoming a reliable and trusted brand in the field of cyber security.

Secret Key to the heart of Venture Capitalists

Vani Kola, Managing Director, Kalaari Capital

Kalaari Capital is a $160 million venture capital fund with a strong advisory team in Bangalore investing in early-stage, technology-oriented companies in India.

We are at the doorstep of the era dreamt by visionaries for centuries. Not only newer technologies are emerging every day but also the existing technologies are being utilized in a newer way. For instance, mobile phones which were merely used for entertainment consumption is now being used in health and wellness. Likewise, social media is transforming the customer service industry. Being a major technology investor, we seek for someone who employs technology to create such disruptive value. Currently, we invest predominantly in mobile, enterprise, internet services, education, healthcare and social media. As technology trends change every so often, even in mature space like online travel we look for a company who can rethink the space with unique ideas that will provide profound integration of social, customer and interesting usability.

Commitment is the Key

Though we look into the technology or the offerings of the company before funding, we also consider the quality of entrepreneurs and their vision to create a large business that can mould them as a leader in the market space. But their commitment towards transforming this idea into reality is imperative. Apart from the team's capability to work in the chaos of a startup, their ability to learn continuously and transforming their business value is equally important. Along with the clarification of the basic idea as a consistent plan margin, if one had a deep understanding of the unique economy and scope of the market space, they will have a better chance of interesting the VC. Amidst the large market, one must be clear about the unique value proposition that will multiple the investments.

From 2006, numerous startups are getting funded significantly in Series A and even Pre-series A in angel as well as VC investments. Especially, there are particularly high VC investments giving a chance to these startups to prove their potential. Though we can't compete with developed countries like U.S. who started the investing concept 40 years ago, there is still a lot of interest in India. However, the companies must show that they can generate good returns and have a policy good enough to support the investors. Otherwise, the interest will wither away.

Vani Kola

Being the Support System

The companies need different kinds of support at different stages. In the beginning, we support them with idea validation, bringing deals, customer introduction and intriguing them to be focused on the strategy. Later, it is about scaling the business. The focus will be on acquiring funds to scale the business, ensuring continuous growth, expansion and creation of exit for the business.

My Piece of Advice

Building a company is never a cake walk. One should fundamentally be his/her own cheerleader and it is crucial to absolutely believe in his/her idea. On the other hand, they should also be open to feedbacks coming from the market. Their ability to observe the signals from market and responding appropriately to the signals will take them to greater heights. SI

10 out of 10
career aspirants want to move to the **next-level**
and create a **professional-brand** for themselves.

How many of them have a sound
tion plan and a **competent mentor** in place?

Achieve the Next Level of Career Growth through Scientific Process
and Face-to-Face Dialogue with a Team of Experts

g for next level career success?
to know right role/ company/industry for you?
g for a career transition?
lty in balancing the work & life?
ing the right academic course for career growth?
in the current job with no growth?

- Want more stability & certainty in career?
- Boss not very happy with your work?
- Not getting a good performance rating?
- Not getting promoted to the next level?
- Career after a job-break?
- Want to know the right entrepreneurial career?

Principal Facilitator — Dr. Nandkishore Rathi . . .
Interacted with 400+ companies, 10,000 professionals on career issues, trained more than 25000 people. Worked with Oracle as Director (Asia Pacific), with IIT Bombay as Placement-In-Charge. His 5-year long Research on Attrition in IT industry bagged him Mercer-Asia 2003 Award. Is a Mechanical Engineer, an MBA and a Ph.D. from IIT Bombay. Passionate about Nature, Music, Careers. Obsessed with addressing people's Career-related issues.

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mTatva: **Increasing the Patient Footfall through Improved Health Outcomes**

By Susila Govindarai

Ironically, health conscious people are a dying breed in today's fast paced world. People rather spend their time in offices making money than in hospitals unless and until it is severe. To edify them on their illness and taking care of their health on their behalf, mTatva - a primary healthcare company - has chosen the mightiest technology force 'mobile phones'. Every morning by default, their post-visit healthcare product HealthPIE reminds patients about medications, follow up treatments, lab scans and immunizations via highly intelligent, controllable and customizable alerts. The Bangalore headquartered company empowers outpatients with high quality yet user-friendly services via SMS, web application, mobile app and report book in their local language with absolute security. It also boosts the efficiency and revenue of healthcare providers by adhering patients to treatment.

Their service tele-follow up, not only facilitates doctors to attend more patients and handle non-emergency cases in off-peak hours, but also psychologically comforts patients with detailed conversations. mTatva, incorporated as Medyug Technology Private Limited in 2013 is not on the wellness side but on the illness side. To avoid medication errors, their service digital prescription decodes the doctor handwriting and sends it to patients as a detailed SMS in understandable text format. Since most patients depend on unreliable web information rather than return to doctors for clarification, HealthPIE educates patients with their proprietary information materials emphasize on illness including overviews, symptoms, causes, preventive measures, diet and exercises among others. After a thorough study, mTatva's in-house clinical team prepares these materials that cover up to 300 common illnesses with all possible illustrations including illustrative diagrams and videos in patient's local language.

Baljit Singh,
Founder & CEO

> **"mTatva's clinical team prepares materials that cover up to 300 common illnesses with all possible illustrations"**

The company was founded by Baljit Singh and was later joined by Praveen Prakash, both IIT alumni. After being a part-time consultant in telemedicine, he crafted the product HealthPIE – Patient Information and Empowerment system that is tailored to address the needs of patients and provides basic elements of healthcare including maintenance of medical records, chronic patient care and in-built customer satisfaction services along with afore mentioned services; thereby justifying the name mTatva which stands for 'creating basic building blocks with mobile healthcare'.

Currently, mTatva is a B2B company serving patients through healthcare providers. "We aim to make HealthPIE to go viral by adapting to a B2C model," says Baljit Singh, Founder & CEO. However, they still want to grow on the B2B side in rural areas where people grumble over consultation fees. They plan to leverage technology to cut down cost by 80 percent along with the inherent cost of acquisition that comes with every prescription. In a short span of time, they have reached 347,000 patients and still enabling hospitals to add at least 300 patients every day. As they are geared up to expand geographically and set their foot in North India, their next plan is to support Hindi along with current Indian languages including Kannada, Malayalam and Bengali. si

PURA E-NETWORK: **One-Stop-Shop Simplifying Healthcare**

By Susila Govindaraj

Gone are the days where each city had just a couple of big hospitals. Nearly all legendary hospitals nowadays encompass retail brands and are in dramatic need for greater efficiency and cost control. Banking on this scenario by integrating innovative solutions tailored to customer's needs integrated in latest platforms is PURA E-NETWORK PVT LTD (EPURA), an IT products and services company. Unlike other retail healthcare service providers, the Hyderabad headquartered company is a one-stop-shop that brings latest technology trends and solutions like SMAC (Social, Mobile, Analytics and Cloud) applications along with traditional applications to table; thereby empowering businesses with IT enablement. Founded by Satya Adari in 2012, the core management team has similar experts who have made significant impact globally with their strong IT, domain knowledge and management skills.

True to Da Vinci's words 'Simplification is the utmost sophistication', their cost-effective product NOVAMED HIMS dispenses sophisticated end-to-end solution that increases the efficiency of core business by simplifying the complete process of healthcare right from clinical services & patient management to administrative & business functions. Their other solutions for specialized segments like practice management system, patient CRM and revenue cycle management solutions aids healthcare providers to solve business problems, improve patient safety, strengthen the revenue cycle and improve patient care in a reasonably short period of time. Though they serve to various verticals including education and IT services, EPURA built their forte in healthcare with SMAC, where they consult, develop solutions, deliver and maintain cloud and mobile application for the healthcare customer segments including diagnostic centers, hospitals - private sector and public sector, chains of clinics and tele consultations among others.

Satya Adari,
Director & CEO

When Mamata Hospitals decided to update their time-intensive manual processes with cutting-edge HIMS, EPURA deployed NOVAMED – the cost-effective solution which is compliant with all privacy and security standards. The complete web-based solution not only provided the basic out-of-the-box modules akin to inventory management, registration & appointments but also had some customized functions to meet Mamata's requirements. NOVAMED'S 11 modules including pharmacy, inpatient, outpatient management, lab, radiology, medical records and admin console were successfully up and running in 3 weeks, without disturbing patient care.

With world class software labs and development centers in Hyderabad and Florida, EPURA serves to clients across the globe including Lalitha Hospitals in Guntur, Narayana General Hospital and Medical College in Nellore, Kamineni Hospitals in LB Nagar, Hyderabad, Brighton Physiotherapy Clinic in Detroit and Ruaraka Uhai Neema Hospital in Kenya. Though they beat the big players in enterprise area with innovative solutions and lot of drive, EPURA is aggressively looking for funds so they can cope as they scale-up in international level.

As EPURA gets access to huge data as they build applications, they would like to get into analytics as a value chain. They also intend to set up their offices across the globe leveraging their business partnerships. LEASECON WLL partnered with EPURA to promote Healthcare IT and SMAC solutions in Qatar, Middle East. While their business partners across Middle East, West Africa and Germany helps them to acquire local customers, their partnership with TATA strategic management group, Microsoft and IBM keeps EPURA's team innovative with access to contents and latest softwares. "My team works directly with customers. Along with our continuous training program, we regularly do some R&D to upgrade our product that motivates our team and they can continuously learn," concludes Satya Adari, Director & CEO, PURA E-NETWORK PVT LTD. si

RedShift Networks: **Security- The Prerequisite to Freedom**

By Pankaj Kundwani

With convergence of voice and video applications and enterprises moving into the cloud environment, there is a mounting need for deploying security in unified communications and VOIP networks– be it messaging, teleconferencing, web conferencing or video conferencing. There are numerous segments to security and there are different IPS devices (information prevention devices), firewalls, spam gateways and database firewalls that look at specific applications but solve only one piece of the puzzle. To provide the security umbrella for all unified communication, collaboration and VOIP applications, Amitava Mukherjee founded RedShift Networks in 2006. Today, the company is a leader in securing Cloud based VoIP networks and provides the industry's first complete security solutions developed for Unified Communications (UC), VOIP and Video.

Having an experience of over 20 years, Amitava held senior management roles in leading technology companies in the security, networking and communications space. While working with these organizations, he observed that threats around unified communications and voice & video are growing exponentially and there are attacks taking place all across the globe. This inspired him to develop a product which could protect organizations from the attacks costing billions of dollars. While entering into security space, Amitava wanted to ensure that the threat matrix was rich enough and he went on for a research in couple of universities like Columbia University in New York, MIT, Oulu University in Finland and few others.

Amitava Mukherjee,
President, CEO & Co-Founder

Amitava co-founded the company with his colleague Phanindra Jujjavarapu and was also joined by several other colleagues. RedShift started developing its product in early 2007 in Hyderabad. But the market collapsed in 2008. Fortunately, the company had earlier raised several million by way of angel capital to continue building its product. At the end of 2009, when RedShift came out with its product, the U.S. and the European markets were going through a sluggish phase. But the French and the Korean markets were still stable and the company started serving clients in these geographies.

The company has been recognized as Top Startup at TiEcon 2013, and has also won the 2012 Red Herring Top 100 Global and 2010 INTERNET TELEPHONY Product of the Year Award. It has been successfully solving the most difficult UC, VOIP and Video security challenges for service providers and enterprises with the company's Unified Communications Threat Management (UCTM) product portfolio."Our patented UCTM technology proactively secures VOIP Carrier and Enterprise networks from over 40,000 different types of VOIP attacks.We also provide Global SIP Threat Intelligence service and correlate the attacks from around the world to make sure our customers are protected," says Amitava Mukherjee, President, CEO & Co-Founder of RedShift Networks.

RedShift is currently working with Tier I, II and III Cable and Mobile Operators in the U.S. and around the world. Its footprint includes carriers in U.S., Europe, Asia and Latin America. The organization is also focused on the communications cloud market that include traditional telephone companies, cable companies and the new VOIP Cloud companies that sell telephone services via Cloud.

In 2014, many major mobile operators announced the launch of Voice Over LTE/4G Services which are the next generation of Mobile services. With Voice over LTE – the smartphone becomes a VOIP system. Therefore VOIP security is a huge concern in the Mobile world and RedShift Networks envisions itself as the leader in VoLTE (Voice over LTE) security and is pushing aggressively towards this market. It will also have cloud based offerings in the near future as security technologies move aggressively to the cloud. RedShift Networks is addressing a market which is in access of $10 billion by 2018 as all voice and video communications become VOIP enabled.

Serviceberry Technologies: **Making IT Drive Business Golas !**

By Poulomi Mukherjee

Serviceberry helps IT departments automate and improve their operations. It is a focused company specializing in Business Service Management (BSM), IT Service Management (ITSM) and Application Performance Management (APM). It works at the heart of the Remote Infrastructure Management Services (RIMS) opportunity that is said to be larger than the Application Services space.

The founders spotted a market gap and believed that a company that just provided Consulting, Solutions & Services around ITSM & BSM would deliver immense value to clients. The founding team was working with Network Solutions (aka Netsol, an IBM company) when the idea germinated in Serviceberry CEO Keyur Damani's mind. The belief in the idea was so strong that they took the entrepreneurial plunge and started Serviceberry in April 2008. Serviceberry received its first investment in Nov 2008 from FutureIP Labs, a company owned by the original Netsol founder.

Serviceberry's offerings fall into two broad categories, viz. Process Consulting and IT Management. Process Consulting involves writing IT processes relative to best practice ITIL framework. Within IT Management, Serviceberry helps clients implement and run solutions that monitor availability & performance of IT Infrastructure & applications. It helps clients automate routine functions and implement IT Service Management toolset.

Serviceberry is a Gold Partner to HP Software. Serviceberry has received 'Best Implementation Partner' award for 3 years in a row. Serviceberry contributes significantly to HP Software's business through its customer centricity, pre-sales & delivery capabilities. This helps win new clients, recover & retain existing ones.

Initially, Serviceberry served the India market. In 2011, it opened a fully owned subsidiary in Dubai to focus on the Middle East markets such as Oman, Qatar, Kuwait and Saudi Arabia. This helped achieve geographical diversification of revenues. Many of Serviceberry's 90+ clients are large enterprises & service providers from the Fortune 500 & BSE 500 space. BFSI, IT/ITES, Oil & Gas and Telecom are the key verticals that Serviceberry serves apart from some marquee companies in the Manufacturing vertical. These companies have a sizeable IT infrastructure on which the business is critically dependent.

"Keyur has grown through the technical ranks himself and is a hands-on CEO. That is an important reason that the company is engineering & innovation minded and has a strong service & support culture," avers Pranav D Saraiya, Head of Operations.

Serviceberry has steadily converted tacit knowledge of its people into tangible Intellectual Property (IP). Some of its IP are proprietary best practice IT processes, reporting solution for HP Service Manager, proprietary accelerators to enhance implementation speed & quality and 4D delivery methodology to help build delivery predictability.

Keyur believes that Serviceberry now has the necessary anchor to serve the vast & demanding U.S. market. The North American market is at least 50 times the size of the Indian market. So far, Serviceberry has relied on reinvested profits to fund the growth. Serviceberry is at an advanced level of discussion with a clutch of VC & PE investors for Series B funding. This investment will be utilized to build front end sales team in U.S. and to further augment design & delivery capability including offshore. Post that, it is back to doing the basics right, creating reference-able clients and an exciting & bigger future.

Keyur Damani,
Director & CEO

SIBIA: Enabling Smarter Decisions with Smart Applications

By Pankaj Kundwani

Traditionally, business analytics has been seen as the thinking hat of enterprises. There is a popular belief that analytics is not something that could be exploited by SMEs due to lack of data, funds and underlying infrastructure. Breaking this stereotype, Kolkata based SIBIA Analytics and Consulting Services came into existence to create a solution stack to empower emerging businesses in an affordable and feasible way. The advent of technologies like cloud, open source computing, and others have made it easier for SMEs to make use of small scale analytics solution that would need least amount of capital expenditure.

> **"We embed our solutions on client's data and create web based cloud hosted tools that help them check the reality"**

Angshuman Bhattacharya, a veteran in business analytics, started SIBIA in 2013. Having a broad experience working with some of the top companies for over 12 years, he was well aware of the 'usability gap' in the market. Unlike other companies in this space, SIBIA is a product focused company implementing its solutions in client challenge areas. It liberates analytics from confinement and decodes the technical cube into a strategy enabling tool. "We are not just a consulting company, we make our solutions live. We embed our solutions on client's data and create web based cloud hosted tools that help them check the reality," says Angshu, Founder, SIBIA Analytics.

Angshuman Bhattacharya, Founder & CEO

Serving clients like Timeforge, CertaPro Painters, major Indian FMCG and consumer products companies and more, SIBIA provides innovative and real time solutions to them. Its Marketing Investment Optimization solution helps marketers optimize their investments across all media channels and promotional activities. It provides Demand Forecasting solution that helps retailers and retail management companies most accurately predict demand for each of their products in each of their stores to enable them to procure the right quantity. The organization has also been putting great efforts building a solution stack for the e-Commerce business whereas the e-Commerce marketers would be able to optimize their marketing investments across mainstream and digital space. "Though we have overcome the technology, affordability and feasibility challenges through our solutions, making businesses aware of this presents a big challenge," adds Angshu.

Feeding great minds to offer great solutions and services, SIBIA is a team of 20 tech and stats wizards. The company offers them an open, non-hierarchical, fully accessible atmosphere where they have freedom to move around different projects based on their interests. Apart from consultants, the company nurtures developers, programmers, statistical modelers, business analysts and other experts from renowned IITs and IIMs. SIBIA has been immensely successful in attracting and retaining great talent which can be reasoned to its zero voluntary attrition since inception. With various levels and methods of off-the-job and on-the-job trainings, SIBIA encourages employees to always remain relevant to the changing business environments.

On a constant growth trajectory, SIBIA expects to meet a revenue target of Rs.3 crores in the current fiscal year. It also envisions becoming a $2 million company in the near future growing at a rate of 200 percent. Currently serving clients in India and U.S., SIBIA is in process of establishing an office in the U.S. It also plans to grab a good foothold in the Middle East market entering into enduring partnerships. si

Happy Days for Startups Ahead!

Manish Kumar, Vice President, KITVEN

Karnataka Information Technology Venture Capital Funds (KITVEN), a venture capital fund, is a State & Central Government financial institution in Karnataka investing in emerging companies with a long-term investment approach

Irrespective of the size, starting a new enterprise is a huge challenge for the starters to achieve. Once an entrepreneur with a convincing business plan obtains money from the investors, he or she begins developing the product in a similarly bigoted fashion. For instance, in any start-up ecosystem – be it in raising funds, introducing a product or assembling a team – has always been a haphazard plan of action. Raising funds in recent days has become much easy in the start-up ecosystem due to increasing participation of angel investors in recent times. In the past two years, we see lot of changes happening especially with large number of incubation centers which are typically driven by the government based organizations or by individual efforts.

On the other hand, MSME (Ministry of Small and Medium Enterprises) have also come up with several schemes to take up the start-up ecosystem to a higher level by giving subsidies or collateral free loans or reimbursement for the IP filing and others.

Plunge Ahead Before Investing

We at KITVEN are investing in small staged companies which can boost their growth prospects and from there they can take a good amount for further growth. Our existing KARVEN Fund invests in the areas of green energy, manufacturing, automobiles, aerospace, patent pendings and filings falling under SME sector.

Though we invest in pure venture capital funds, we strive to look into certain key factors before investing. Some of the factors that really interest us to make investments are promoters, management capability, integrity, honesty and the past-experiences of the team as to who is bringing what on the table and how they complement each other. The next factor is the market they are trying to address and the pain point they are trying to address, be it locally or globally. However, the uniqueness of the product or solutions, the strategies to tap market, gross profit margins, and customer acquisition plans also hold a key position among the list we check for.

Upcoming Funds from KITVEN

We are one of the few regional funds started way back in 1998-1999 to help start ups. We have done more than 28 investments and expecting for couple of more investments shortly. Recently, we have launched KARVEN fund

Manish Kumar

(Karnataka Venture Capital Fund), a regional fund only for investments in Karnataka for non IT and non BT companies. This will avail the entrepreneurs anything between Rs.10 lakhs to Rs.1 crore for a start-up. KARSEMVEN fund (Karnataka Semiconductor Venture Capital Fund) for the state of Karnataka will be launched shortly to boost the emerging semiconductor sector with a larger campus of nearly Rs. 100 Crores.

Delve Deep into a Specific Area

The efforts in growing into profitable business will go for a toss if there is no well set goal with proper financial management coupled with clear approach. Rather than trying to address multiple industries with multiple products or services, a startup should delve deep into one specific area. This will help them grow and indicate a green signal for the investors to invest in. si

Snuvik Technologies: **Emerging Player with Confluence of Best Technology, Excellent Customer Service & High Employee Delight**

By Anamika Sahu

With the market becoming even more crunchier, companies wish to hear the cracking sound soon for the investments they make. The market is fast maturing and is looking for differentiation, agility and efficiency at an honest price. This is where Snuvik Technologies is well positioned to deliver to customers, the needs of today. With their agility and hunger to perform, the company packs in performance with precision for highest customer satisfaction.

Snuvik provides Application Support Services for various IT Technologies where it supports all industry verticals. It provides Oracle BI services for new development, integration with third-party systems, report customizations, enhancements, upgrades, data migration, tool migration and production support. The talented team of consultants has exposure across domains – be it Supply Chain, HR, Financial, Product Lifecycle Management or IT. With an intent to leave no stone unturned, Snuvik is serving the emerging market of mobile too. It builds mobile applications for enterprise application mobility that allows enterprise application users to access critical enterprise data on their mobile devices at all times.

"At Snuvik, we believe in developing employees to be able to deliver to customer needs at all times. Employees are encouraged to participate in the CSR initiative of the company. We believe that Informal/ Casual work culture helps employees to interact better. You can find our employees playing Xbox, Carom in between their work schedules," says Priyanka Suaro, Manager HR, Snuvik Technologies.

The company works on cutting edge BI solutions to simplify business decisions for its customers. Any business today needs access to critical business data both for the functional teams and the executive management team. "Making business data available for all levels of employees in an organization on dashboards by integrating disparate systems is a challenge. We help our customers achieve this goal through our service offerings in BI domain," says Sudev Alampalli, Vice President – India Operations, Snuvik Technologies.

Snuvik has grown at about 100 percent quarter-on-quarter last fiscal year. It plans to maintain the same momentum in the current year as well. Achieving this number would have been unfeasible without its biggest asset – employees. The company believes that happy minds make happy customers. Thus, it provides them with everyday challenges, opportunities for career advancement, competitive compensation & benefits, training & development in a fast-paced business environment that is also sensitive to work-family balance and flexible schedule needs. Our goal is to be the clear 'Employer of Choice' for our current and future employees.

"We are working to be the best in the industry in technical prowess, ethics, customer satisfaction and above all happiness quotient," concludes Sudev. By the end of fiscal year 2016, Snuvik foresees to have global footprint serving clients through its most innovative set of offerings. si

The Smart OSS/BSS Choice for India

By Sanjay Sharma, Regional Vice President & Head - South West Asia Region, Amdocs

Amdocs (NASDAQ: DOX) is a provider of customer experience systems and services. Established in 1982, the company has a current market capitalization of Rs.45,492.30 crores.

The rapid upsurge in connectivity and data usage is forcing service providers to find alternatives to linear storing and processing of data. The current way of doing business is raising hardware costs and taxing service providers' processing capabilities. Big data and virtualized BSS and OSS technologies are gaining popularity. They keep hardware costs down and make processing, extracting and monetizing data faster, more intuitive and more effective.

> **"Service providers need to embrace the challenge of supporting the wide variety of smart devices, while seizing the opportunity presented by this explosion"**

Getting Smarter…About Changing Technologies and Markets

Our phones are getting smarter and that trend is global with smartphones now outselling feature phones in both mature and developing markets.

As the developing markets get "smart," new operating systems catering to lower priced smartphones and ecosystems are emerging. And as our phones get smarter, so do the other devices in our lives: our health monitoring devices, cars, appliances and homes, as well as our factories and fleets – creating a web of interconnected machines functioning to improve our lives.

Service providers need to embrace the challenge of supporting the wide variety of smart devices, while seizing the opportunity presented by this explosion in connected devices to increase revenues from new connections and connectivity. This will require advanced network management and optimization technologies, as well as business management systems to help operators better monetize their relationships with customers and their network capabilities.

Of course, these aren't the only changes we are witnessing. Multi-play services have evolved significantly over the last decade, becoming much more sophisticated and expanding to triple-play, quad-play and beyond. The key question is how service providers in India and globally can differentiate with multi-play.

Staying ahead requires innovative bundles to help counteract falling margins in traditional service offerings. This includes the ability to rapidly introduce new lines of business – such as cloud-based services, Wi-Fi, or OTT/Netflix packages – into your offering, as well as non-telecom services such as insurance or financial offerings.

The combination of new devices like smartphones, tablets and smart-TVs; advanced, super-fast communications networks; and technologies such as multi-screen, offer subscribers endless opportunities to consume any service, on any device, anywhere, at any time.

Thinking Strategically About India

Although the market is rapidly changing around the world, certain trends are more prominent in India. One example is the imminent mergers and acquisitions among Indian service providers, which will drive them to look for solutions to help integrate and optimize existing systems and network assets. This integration will be necessary to drive operational cost-efficiencies. And the increasing adoption of managed services to support BSS and OSS operations will free up Indian service providers to concentrate on core business activities, while reducing expenditure. Other important trends include:

• Differentiation based on customer experience

There are nearly 900 million mobile phone subscribers in India and this number is continuing to grow with the rollout of next generation networks. To remain successful and competitive, service providers must differentiate based on the experience they offer to their customers.

• Data and network connectivity to remote locations

Although the Indian government is investing in rolling out a national broadband network, there are still many challenges in terms of actual rollout costs and return on investment.

• Launching new services at an accelerated pace

Service providers must quickly and cost-effectively meet residential and business customers' requirements. They need to establish capabilities that will allow them to rapidly offer multiple service possibilities across multiple screens.

• Addressing data privacy concerns

Privacy concerns must be alleviated so that subscribers feel safe using mobile devices for financial and geo-location services. This means improved security and end user education about the value they can receive in exchange for personal information.

Strictly Business

The ability to support the small-to-medium-sized business (SMB) segment will become a bigger necessity around the world, especially in India which houses one of the world's largest SMB segments. SMBs require large amounts of IT support and automation which will further fuel demand for cloud-based delivery of IT services.

To develop profitable, long-term relationships with enterprise customers, service providers must differentiate on customer experience and provide a service that is tailored to business needs. Service providers need to recognize the unique needs of business customers, and develop OSS, BSS and CRM strategies that support complex business customer hierarchies and vertical industry offerings.

Choosing OSS/BSS Solutions: Things to Consider

There is a growing need to deploy solutions that will help service providers optimize their network capabilities and monetize their huge network investments. Because of the explosive growth in connectivity and data usage, networks have to get smarter, not just faster and larger. OSS and BSS solutions will be the key to achieve these aims.

Successful monetization of new 3G or 4G networks will require a combination of efficient network deployment and optimization capabilities, including network analytics tools and systems that can enable innovative pricing strategies and a rich portfolio of digital services and apps.

Amdocs continues to make significant investments to enhance its vast product and services portfolio across BSS, OSS and network control and optimization domains. In January 2014, Amdocs unveiled its newest

product suite, CES 9.1, which enables service providers to increase customer satisfaction and personalize experiences based on real-time insight. Service providers are also well-positioned to capitalize on new opportunities, such as the SMB market and multi-play.

Following its recent acquisitions of Actix , the leading mobile network optimization solutions provider and Celcite, the leading provider of network management and self-optimizing network (SON) solutions, Amdocs continues to expand its portfolio further into the network software domain to introduce solutions that can manage customer experiences across both networks and IT, and automate network optimization.si

Sollet Soft Solutions: **Unfurling Utmost Efficiency via Pragmatic IT Products**

By Susila Govindaraj

To alleviate the sufferings of hitherto financially excluded Indian population, RBI decided to reduce the operating cost by leveraging Technology and launched Financial Inclusion. Unfortunately, the short-versioned implementation failed to give long-term viability to the Ecosystem. Bringing new dimensions for superior viability and to make Social Impact with inimitable Cloud-based IT Products is Sollet Soft Solutions, an IT Product Organization. The Hyderabad headquartered company was founded in 2012 with a mission to unfurl the utmost efficiency of IT eco systems to connect more than two stake holders in any underserved businesses across the demographics. Enriched with industry experts akin to Co-Founders Ramesh Baswa and M Ratnakumar, the company has built unique patented IT Products that have the potential to make Sollet a $2 billion dollar organization in next 5 to 6 years.

With over 2+ years of experience in establishing 4000+ Agent network in 10 States across India, the co-founders has wider industry exposure in the Banking, Telecom, Insurance, IT Sectors. Initially, the company grappled with challenges like scarcity of right talent, unavailability of incubation centers, finding funds below $1 million, getting loans in time while it took a longer duration to close partnership with businesses. Nevertheless, in a short journey of two years, Sollet's IT Products mee-Com, sBuzz, sEco and the underpinning flagship Enterprise Product Pepon have not only proven their efficiency in their own Distribution business but also in extending businesses of the top notch clients like Aditya Birla Financial Services, Aavin Dairy, Axis Bank, Euronet, Thonson Reuters and RedBus amongst others.

Ramesh Baswa,
Co-Founder, MD & CEO

The highly scalable Cloud-based SaaS & PaaS modelled IT Products of Sollet have whole heap of advantages including adoptability for any industry, multi-language support and low cost extension of businesses across demographics among others. In support of service delivery network consisting of a Channel Partner, Agent, End Customer and Service Provider. These IT Products improve business RoI and Efficiency in a cost-effective manner; thereby justifying the name Sollet which stands for Solutions in a Wallet/Solutions through outlets. For instance Vimta Labs, India's leading contract research and testing pharma organization having association with multiple Diagnostic Centers, Doctors and others used to communicate with their Sales team via normal emails. Now with the handy sBuzz mobile application, Vimta can instantly communicate to them individually as well as in Groups in an economical yet more effective manner.

As innovation is the heart of the company, Sollet have adopted SCRUM methodologies giving full impetus on Creative ideas by exposing their teams to cross functional trainings and workings. As Sollet's team, IT Products, processes and methodologies are attracting more and more clients, currently the company is working on scaling-up rapidly across the Globe. To be apace with their rapid development, Sollet is looking forward to get a hold of right amount of Resources like Funding, Geographical presence, right Partners and Talents at this right time. Also they are working on creating clearly focused departments against each IT Product line for faster scale up plans.

Sollet envisions a future where they touch at least 100 million people with100,000 Agent networks and contribute significantly towards social impact in next 5 to 6 years. "We have ideas to bring in Low Cost extension of wider businesses along with banking to the local communities in India and then extend the same into other developing countries. We also want to bring in businesses amongst Services, Money Exchange, Merchandise and Intelligence using unique, low cost mobility solutions and franchise modeling," concludes Ramesh Baswa, Co-Founder, MD & CEO, Sollet Soft Solutions. si

Synersoft Technologies: **Securing the Industry with Simplicity, yet Complex Innovation**

By Shubha Basavaraj

Friendship does wonders. When bonding and understanding holds good, we can reach the height of success. This is precisely what happened when three close friends having different complementing strengths from various background came together to break the puzzle of one of the most challenging pain point of the industry – security. Together they grew a crop to establish a company with their prior experiences in IT and materialize & commercialize an idea into product. The main agenda was to develop a product supporting SMEs to adopt IT to gain efficiency and become more competitive in their industry.

Organizations having huge funds can easily obtain advice from IT professionals to prevent hazards like data loss, productivity loss, misuse of IT assets and so on, but the scenario is different when SMEs come into the picture. They cannot afford to raise enough funds to invest in preventing these hazards. This aspect craved Vishal Shah to incept Synersoft Technologies, a provider of ample software and hardware tools for SMEs which is simple yet affordable. Incorporated in 2008, Synersoft developed BLACKbox to trim IT hazards like misuse of IT assets and data faced by SMEs which is cost effective and takes care of IT hazards in simple manner.

BLACKbox is a combination of seven different IT components in a single box which works as a file server, domain controller, storage device, backup sock, point solution, mail server and firewall managed by a single console. Synersoft's innovation BLACKbox takes care of multiple IT hazards in a unified solution that is simple to deploy, use and maintain. It saves the cost of purchasing seven different components and does not require IT person to manage. It is cost effective, single operating manual and simple to use and console. The miracle of the product caught the eyes of the biggies and was selected in India Innovates Growth Program organized by five organizations – Department of Science & Technologies, Govt. of India, Federation of Indian Chamber of Commerce & Industries, Indo-US Science & Technology Forum, University of Texas, Austin and Lockheed Martin Corporation, U.S. and even won gold medal for innovative thinking. By 2011, a commercial product was introduced for the SMEs and startups. "When we developed BLACKbox, nobody thought that the seven systems can be miniatured in a single small 8 inch by 4 inch box that can be carried in a purse," says Vishal Shah, CEO & Founder, Synersoft Technologies.

> **"Synersoft Technologies is deeply rooted and carries its ethics of simplicity yet complex innovation"**

Synersoft are innovators comprising of a core team blessed with insights with out of box ideas. This is why within a short span of time; the product is popular and avidly used by over 3000 enterprises with more than 100,000 users using BLACKbox. The company is deeply rooted and carries its ethics of simplicity yet complex innovation. With offices in Ahmedabad and Mumbai, Synersoft is currently charting its plans for nation-wide expansion. The company is already in discussion with Value Added Resellers (VARs) in other emerging countries. si

Vishal Shah,
CEO & Founder

Togglehead: **Walking the Talk in Digital Marketing Avenues**

By Anamika Sahu

'If there's a book that you want to read, but it hasn't been written yet, then you must write it' – said Toni Morrison. Following her words were three friends Aatef Bham, Akshay Popawala and Krish Ramnani. It was two years ago when they found themselves stuck with the likes of Google who were not big on pay cheques and decided to build a company that will walk the talk. After weeks of discussion and brain storming, the three musketeers founded Togglehead – a digital marketing company – in December 2012 that focused much of the initial attention on getting the internal workings straight.

But the company had tough time finding their strength as they were on the boat with no oarsman to guide them. It took them a while to figure out their complete scope of work, their fortes and the time-cost ratio to their services. "Initially we may have focused too much on easier and less rewarding tasks, while too little on important deliveries. With time and experience comes the realization that you don't have to take up every project, but just enough to keep your plate full," says Akshay Popawala, Co-Founder, Togglehead.

Within a short span of time, Togglehead has built a team of young enthusiasts bursting with creativity in their services making their clients happy. The trio who are floating in the tender age of 23 is still learning with each passing day. The company puts firm attention to services with no conciliation. While several digital marketing companies enforce their clients to opt almost all of their offerings, Togglehead believes in providing the needed anti-doses for better cure. They study the need, the potential of the platform and the audience before providing any suggestions to their clients. "There is a very high agency turnover in the digital marketing industry and brands switch their agencies almost annually. Majority of them do so due to the overpromise done by agencies and eventual under delivering," adds Krish Ramnani, Co-Founder, Togglehead.

But through the experienced team of 23 'Togglers' a.k.a. members, the company helps promote a brand online through their services to better communicate the right story to the right audience. Currently, the company operates in three broad verticals: Digital Marketing, Branding and IT consultancy. This covers services like social media marketing, website design & development, Android and iOS app development, corporate identity creation, rebranding, media buying, SEO integration, campaign management and other related services. Togglehead is certified and an agency partner with social media platforms including Facebook India.

At Togglehead, Intrapreneurship is given limitless prominence. "We provide funds and assistance to 3 internally conceptualized properties, two of which are media blog properties while one is an online information portal," adds Aatef Bham, Co-Founder, Togglehead. The ideation of two location-based mobile apps is under the go. For the next five years, Togglehead looks to have expanded their presence from Mumbai and Delhi to three other Indian cities and aims to be one of the top five digital marketing agencies in India while heading towards getting international recognition for their campaigns. SI

Akshay Popawala, Co-Founder | Krish Ramnani, Co-Founder | Aatef Bham, Co-Founder

Feedbacks: The New Stepping Stone to Success of the Start-ups

Mayank Khanduja, Vice President, SAIF Partners India

Saif Partners is the leading private equity firm that has been investing in India since 2001 and with $1 billion of investments under its management.

Gone are the days where the start-up space was considered as a future-less business. As the time went by, the era changed and so did the start-up ecosystem in India. We are now looking at that vibrant India which relishes the growing start-up space. The cost of creating a company or the product, which was once a threat to the entrepreneurs, now has gone down leveraging more and more births of start-ups. With the escalating numbers of venture funds, early stage funds and angel funds, the access to capital has become smoother.

Bringing the Customer under Limelight is Productive

As a major equity firm, our custom of funding to the appropriate start-ups depends upon numerous major facets. Currently the major challenge is having fewer companies that solve customers' woes. So primarily, we look for a company which focuses on the real pain-points of the customers but not on the market size. Because we believe ideas that solve a strong and real pain point of the customers will be productive in the long run. Even though selecting an apt talent in the pool of talents is a biggest challenge for the company, it becomes very essential to team up the right people for a perfect roadmap to the success. In this context, having a strong and solid team becomes an added benefit. The structure of the unit economics of the little grown-up company turn into a foremost aspect for the funding.

On the negative side, there are lots of companies which still need to espouse several alterations. The companies which come with the only motive of magnetizing the customers with their best and perfect products do not comprehend on the fact that they will miss out the opportunities of fine-tuning the products into a more ideal one. Accordingly, they take a long time in releasing the products into the market. With no sense of market, target customers and product distribution; lot of companies plunge

into the market with one version of the product in hand.

Mobile Platforms: Leveraging Success

India is witnessing a massive renovation in the whole start-up ecosystem. According to me, the mobile platforms are the crux of the transformation. The technology product companies across mobile hold a brilliant future as they are scaling up rapidly. Mobile technologies are ushering an ideal ambiance to the people who are still thinking of their future in the emerging start-up space.

My Tips for the Next-Gen Entrepreneurs

Being a start-up entrepreneur comes with wings of challenges attached. Those who are still in the way of starting their career as business tycoons or start-ups, something that involves mobile technologies would be a major survival funda. While those who are in the market already with their innovative ideas, they should try to get the feedbacks for their dream project and mould those into a perfectly-tuned product. this will lead to launching a product much needed by the market. *(As told to Kavitha G)* SI

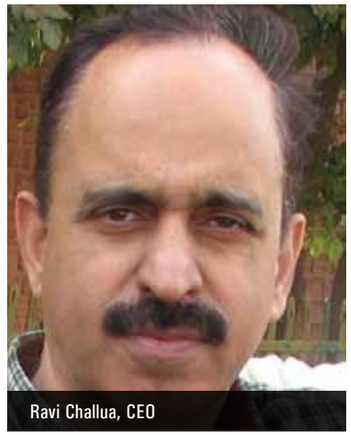
Mayank Khanduja

Uberics Consulting: **Helping CPG Retail Flourish**

By Anamika Sahu

With e-Commerce taking off in India, opportunities exist in both B2C and B2B space today for products that are specifically aimed at Indian market. The shopping experience is undergoing an overhaul by the day. How a shopper pays for his purchase is also evolving with new types of payment methods getting launched. Companies are figuring out innovative ways of engaging the consumer and getting to understand him better. This is where Uberics Consulting is positioned. The company is in an interesting B2B2C space aiming to aggregate the fragmented retail markets both from brand and consumer's perspective and provide the consumer with an easier method for doing his shopping and paying for it.

The platform enables the brands to provide consumers with offers specifically designed for them and pay for their purchases by using multiple methods - card, cash, mobile wallets, gift certificates, redemption points or loyalty points or offers. "We have received excellent traction as the problem we are solving is important for the businesses we work with. Our platform is all about aggregation and this aggregation needs to happen at the point of sale in retail," says Ravi Challu, CEO, Uberics Consulting.


Ravi Challua, CEO

The aggregation is done through proprietary solution that is made available at the point of retail. The company has been engaged by some of the leading CPG companies to roll out unique and innovative projects in the retail. With an exception of engaging in large format retail chains, companies have a challenge engaging in real time with consumers across the retail space and understanding their consumption behavior or needs.

In an increasingly overcrowded offers space a consumer is inundated with offers that are not all relevant for him. Uberics takes away that clutter and only route relevant and meaningful offers to a consumer based on his shopping behavior and need. The company help consolidate all his offers, points, gift certificates and payment methods against a single purchase thus bringing in a payment efficiency.

The larger portion of the Indian CPG retail is still fragmented from marketers' perspective; hence, Uberics provides a single-view of all transactions across multiple cities, providing both real-time data and closure-of-loop for marketing programs.

Currently, the company is facing a threefold challenge – achieving the scale as per plan, hiring the right people and keeping an eye on the ever-changing competitive landscape. The marketplace is changing and consumer needs are evolving. From companies and retails perspective getting consumer's mindshare is equally daunting. Driven by all this, the solution providers are constantly evolving their offerings and changing the nature of their business. Understanding competitors' evolving business model and staying ahead is a constant pressure. By 2019, Uberics shall be the precision marketing ecosystem provider of choice for consumer brands that are looking to continually influence consumers' moments-of-truth in real-time, efficiently and effectively, based on their consumption patterns. SI

> **"The platform enables the brands to provide consumers with offers specifically designed for them and pay for their purchases by using multiple methods"**

No Better Time than Now to Be an Entrepreneur

Padmaja Ruparel, President, India Angel Network

Indian Angel Network (IAN) is India's only national and Asia's largest business angel investors network of over 225 business angels investing in start-ups, early stage ventures. Headquartered in New Delhi, IAN has funded over 50 start-ups across multiple sectors like IT, Mobile, Healthcare and Education, across India and overseas.

Padmaja Ruparel

The future of entrepreneurship seems bright. Startups are growing increasingly fast and there is a huge interest for many people to take up entrepreneurship as a career. Whether they get out of college or after gaining number of years of experience in the industry, there is no better time than now for them to get into entrepreneurship. From an investor's perspective, there is clearly a lot of interest. When we started Indian Angel Network (IAN), the concept of angel investment was not known. But in the past few years, there are many number of angel investors who have come up. All this contributes well into building an eco-system in general. Although, the key thing which is impeding this growth in terms of angel investment is Section 56 Startup Tax that needs to get sorted to make situations even better.

What is Not Trending?

When it comes to the areas of our investment, we feel that there is nothing that is not trending. We are sector agnostic and have made investments in education, healthcare, medical devices, IT and mobiles, semi-conductor, agriculture, manufacturing, media amongst many others. Mobile apps, environment or clean tech, analytics, big data, tourism, quick service restaurants and many other innovative businesses interest us.

Before investing into a startup, we see if the idea is innovative and unique enough. It must have the ability to enable something different or do things differently. It need not be so new an idea that it takes a lot of time educating the customers, but it should be innovative enough that it has a new market and customer taste.

Secondly, we see if it's a high growth large market. This means whether the proposition is 'nice to have' or a 'need to have'. If it's nice to have, than it would be a small market or a niche market with its own growth cycles. But if it is a 'need to have' then the customer base becomes very large.

The entrepreneurial team adds to this as one of the most important element we look for which further includes their domain expertise, experience and how focused they are in execution.

In India, many of the startups or entrepreneurs lack the ability to communicate the power of the technology or the proposition. Just getting that technology or proposition in place is not enough. It is imperative that there is a customer base for it and the business side of it is well thought through. It is also thinking through how large an entrepreneur wants the company to be. I have seen a lot of entrepreneurs or startups not get off the ground just trying to over optimize the investment structure or the funding deal that they get. And sometimes when they over optimize, they miss the boat.

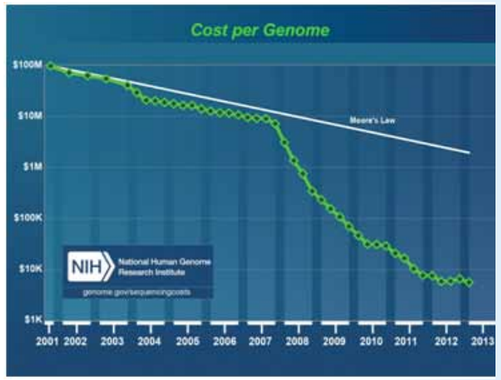
Well to summarize, this is an excellent time to go entrepreneurial. There is a market out there, there are investors, there is money and all I would say is go for it, Rock it!! *(As told to Pankaj Kundwani)* SI

THE USE OF TECHNOLOGY IN THE FIELD OF CLINICAL RESEARCH & ITS IMPORTANCE

By Dr. Saleem Mohammed, CEO & Co-Founder, XCODE Life Sciences Pvt. Ltd.

Headquartered in Chennai, XCODE provides research in life sciences and cutting edge technology. Founded in 2010, the company has raised a funding of $200,000 from Shead Holdings

Technology is an unalienable aspect of our lives. Looking back, it has contributed to enormous progress in clinical research and healthcare from early diagnosis to lifelong rehabilitation. Some notable examples of technology driven research incorporated into routine healthcare include - CT scanning and MRI imaging, radiation therapies, stenting procedures for coronary heart disease and many more. One of the most talked about technologies of 2014 with a potential to influence health of every individual and radically change the health of the nation is Genomic Technology. The image on the right from the National Institutes of Health, U.S. illustrates how solving technical challenges has reduced the cost of genome sequencing over time. In a span of 6 years, the cost of sequencing a genome has decreased a thousand fold outpacing exponential growth rates. Indeed, no other field has seen such drastic progress in the last 10 years than genomics.



Genomics in the Laboratory

The Human Genome project, completed in 2001, produced a complete sequence of the human genome and a gold mine of data. This was one of the first steps to include large scale DNA sequence data in clinical research projects, and aided better understanding of the underlying causes of many diseases that were not well understood. Direct implications of genomics in clinical research have now progressed beyond genetic diseases into providing a remarkable tool to better understand cancer, neurodegeneration and infectious diseases among others.

Molecular profiling of several human cancers has already been achieved. This field of cancer biology has now moved on to clinical trials matching the type of cancer to a drug that is most effective and safe to combat and kill that tumor. Similarly, in case of infectious diseases, evolving field of full genome profiling of invading microorganisms opens up a host of new therapeutic targets including effective vaccinations and even ways of preventing disease epidemics.

Our understanding of cross fertilization between environment and genes, the science called Epigenetics, and how the knowledge of this interaction could be used positively for chronic disease prevention is beginning to emerge; nevertheless, the future is very bright for sure.

Genomics in the Clinic

These and related advances will, in due course, lead to much more improved disease risk assessment, rapid and more accurate diagnosis, and more importantly targeted therapy plus treatment plans – a truly personalized approach in healthcare. In fact, knowledge about individual genetic variations is already being implemented in the clinic allowing physicians to better choose treatment options. In 2011, for example, with rapid DNA sequencing doctors identified a genetic condition in an infant girl that prevented her from growing properly. This condition however could be treated through tailored nutrition programs. Rapid sequencing allowed the doctors to immediately define her course of treatment, an event that could have taken months or years without this technology with the medical team ruling out one condition after another.

A more established use of genomics in personalized medicine is in the field of pharmacogenomics, moving away from the "one drug fits all" concept to the "right drug for the right person" approach. A clear example of this is the blood thinner drug Clopidogrel, a widely prescribed drug to prevent blood clotting in patients with heart disease. A certain percentage of the population has genetic variations that prevent their bodies from experiencing the full effects of the drug. This poses a risk in patients who have had stents surgically implanted in to improve blood flow in blocked arteries. If Clopidogrel does not work as well in these patients, they face a much higher chance of the stent failing to function properly due to a blood clot, leading to a potentially fatal heart attack. Gene sequencing in this case, allows a physician to personalize treatment for patients depending upon their genetic makeup. Patients in whom Clopidogrel does not work well can have their doses altered or switched to a different drug. Similarly, for many types of cancers also, treatment is now personalized with significant impact on survival and enhanced quality of life.

Whilst technological advancement is rapidly helping us cross the two major hurdles of cost and time taken for gene sequencing, there are still some outstanding issues that need attention for translational investigators. These relate to the computational complexities of analyzing the vast data generated and also the ethical, legal and social issues surrounding genomic sequencing. It is noteworthy that pari passu, advances are also made on these domains. This area of research is no longer the sole ownership of major academic institutions and the "big Pharma companies" in the U.S. and the west but is also within the reach of focused commercial enthusiasts in India. They should be supported to lead the scene for our country.

Dr. Saleem Mohammed

Whilst technological advancement is rapidly helping us cross the two major hurdles of cost and time taken for gene sequencing, there are still some outstanding issues that need attention for translational investigators

The words of the 19th century American Architect Daniel Burnham, "Make no little plans; they have no magic to stir men's blood and probably themselves will not be realized. Make big plans; aim high in hope and work" will be conspicuous in genomic research and personalized medicine during the next decade. si

Unicommerce: **Building Backend for e-Commerce Companies**

By Anamika Sahu

How awesome would it be if few college friends sharing the same hostel room, flickering parties and laughter come together in their professional career to build something new that's alien to them! Yes, this is the story of Unicommerce – an inventory management software company established by three buddies Ankit Pruthi, Karun Singla and Vibhu Garg who thought of a challenging business dealing with e-Commerce. Commenced in 2012 with New Delhi as its headquarters, the success of their products helped the company to branch out in Bangalore and Mumbai within a short span of time.

Around two years back, e-Commerce was witnessing huge investments which caught the eyes of these buddies, hence decided to dive into this industry. However, the industry was still struggling to find their way out from the hassles of payment, logistics, warehousing and order management. This is where the trio positioned their company Unicommerce to serve as industry's best inventory management software. Though they found the spot to be fixed and entered the war, they had a huge gap to fill themselves – the Knowledge gap. Thus they looped around the industry meeting the leaders, colleagues, seniors in different e-Commerce companies, reading books and work with advisors on product site, and watching videos about warehousing. This helped them gain indepth knowledge about the space they already delved. Manish Gupta, soon joined the team, bringing with him his vast experience of helping establish India Mart as a Market leader. With all this knowledge and experience, they built a single platform to manage the entire order fulfillment process related to warehousing, multichannel orders and so on.

AnkitPruthi,
Co-Founder & CEO

> **"Unicommerce has built a single platform to manage the entire order fulfillment process related to warehousing, multichannel orders and more"**

While e-Commerce companies of all sizes are in the enigma to settle their orders received and inventory updates, Unicommerce's flagship product for e-Commerce called as Multichannel Order & Inventory Management System came as a Knight for them. Unicommerce serves as a single platform which enables to manage the orders and inventory across various channels. "Our product helps e-Commerce companies to manage inventory for any sector including furniture, jewellery, or apparels without fuss," says AnkitPruthi, Co-Founder & CEO, Unicommerce.

The company has successfully built trust among the customers and partners in a span of two years. Unicommerce became Enceladus – the brightest moon of our solar system – of the industry within a year of its inception and raised its first round of funding from Nexus Venture Partners. Nexus Ventures has invested in a variety of companies leading to numerous successful public offerings and M&A transactions and investing in a year old company shows the dedication and trust which Unicommerce built in this short span.

Today the company and its product is the backbone of inventory management for companies like Snapdeal, Jabong, Myntra, CaratLane and Groupon among several others. Unicommerce not only serves the Indian market but also has a few International clients like Lazada based in South East Asia. Unicommerce has an eagle eye on future expansion in Southeast Asia, APAC, Middle East and many other countries across the globe. SI

Verinite: **A Juvenile in the Banking IT Services Space But a Virtuoso Nonetheless**

By Poulomi Mukherjee

Two friends – Ashish Katkar and Ashwin Ramjas – who hold years of experience in the BFSI industry used to discuss industry's shortcomings. They came to a conclusion that despite of technology penetration in the sector, there remained a huge reluctance among the industry to adopt it. There were many challenges that put a crease on the foreheads of those operating in the sector. Despite of technology entering the space, it was only available to the royals. The bigger financial organizations operating in technically prosperous markets had reached to prime IT solutions. Realizing the imperative need of a strong domain technology provider that can address the problem with its domain as well as technology expertise, Ashish and Ashwin joined hands to use their years of experience and learning, and incepted Verinite in 2011 to open doors for small and medium sized organizations.

Headquartered in Pune, Verinite was incepted to create a disruption in the IT services space and revolutionize the way in which they are delivered through the company's engagement and pricing models. Despite of the challenges of being a bootstrap company, Verinite has pushed itself ahead in the industry with its innovation not only to gather a massive clientele but has also fanned out to countries like UK, Middle-East and Africa. The company benefits its clients from its deep industry expertise to help manage risk, comply with regulations, enhance product features and handle the business transformation challenges. Fine-tuning & bending, designing & developing the products or providing quality assurances of testing services to improve the existing products are the modus operandi that Verinite uses.

While there are several companies which cater IT solutions to varied sectors, Verinite focuses its entire energy to address each and every challenge faced in the BFSI space and caters solutions using innovative domain skills. Its major solution offerings include application development, implementation & maintenance, and independent testing ranging from functional testing, compatibility testing, usability testing, performance testing & test automation services. With the entire digital world getting cramped inside one's mobile, the company also felt the need to do the same and expanded its service offerings in the mobility space. It supports its customers through the entire mobile application development cycle, i.e., UX & UI design, development and testing. For BFSI, one of the key challenges and driving factor is data privacy and that's the reason why Verinite furnishes information security service to its clients which helps financial institutions secure their network and applications in line with various guidelines. However, this is not just where Verinite ends its offerings. Outsourced product development and testing is another key area for the company.

Ashish Katkar,
Co-Founder & Director

With technology moving forward day-in and day-out, it is very difficult to keep pace with it. "It is quite a daunting task to be continuously focused on innovation and one has to keep challenging the status quo," says Ashish Katkar, Co-Founder & Director, Verinite. Nonetheless, the company has set itself way ahead than its competition with its innovative solutions and has even signed-up with an Indian Product company in Cloud-based data management solution space to setup an independent QA vertical. A pioneer in the outcome based engagement models; Verinite looks ahead with a vision to stretch out to the product space, thereby, growing in solution offerings and ensuring more client add-ups along with providing strong credibility. SI

Webenza: **Creating a Stride in Digital Marketing Space**

By Anamika Sahu

The emerging technologies like social, mobile and analytics not only altered the industry, but are the three pillars based on which Puneet Pahuja incepted Webenza in 2012 to focus on specialized services and products for Online Brand Management, Social Media, Mobile Apps and Analytics. The company believes in innovating simplicity, fueling conversations and enhancing reputation. "While the industry was running behind creating massive technology organizations offering diverse services; we were nichely focused on the creative knowledge stand point to enable the marketing space in the digital realm. Digital is not just meant for marketing, it now encompasses all aspects of a business. Every organization has to embark on this journey," explains Puneet Pahuja, Founder & CEO, Webenza.

Today, the company has transformed itself to be a one-stop-shop that tries to eliminate too many touch points for customers. These touch points – different agencies for different purposes – create much hassle for customers who end up investing excessive amounts. But with Webenza, a brand can easily create an experience that engages their end customers with no additional touch points. Puneet understands that any marketing strategy is incomplete without analyzing RoI. Thus, he launched IncPot – a social media analytics platform. Through this engagement console, clients can manage their Reputation, generate leads, measure campaign effectiveness or establish a Social CRM.

> **"Webenza has transformed itself to be a one-stop-shop that tries to eliminate too many touch points for customers"**

Puneet Pahuja, Founder & CEO

Puneet comes with two decades of experience inconsulting, corporate IT, strategic sourcing and analytics, but he left no stone unturned to make his baby startup a premier agency in the digital media marketing space within a short span of time. He swears by his team and says that they are the ones that make Webenza click. Webenza not only confines itself in serving clients in India, but offers solutions in U.S., Middle East, Europe and Asia. Their list of clients includes biggies like Schneider Electric, Bajaj Allianz, Manipal Global (Education), FirstSource (BPO), INSZoom – U.S., The Talent Enterprise - Dubai and several other large and small companies.

Webenza has come a long way, but the story behind getting their first break is quite interesting. In the beginning when the company was trying to crack the nutshell, Puneet received a message from a person asking him to recreate a website for their event, 'Benagaluru Habba', and roll it out quickly. Being an NGO, the prospective client was not in a position to pay a high price for the service. However, Puneet decided to grab the opportunity and offer the best he could. The event became a great success and the client ended up paying handsomely and also started referring them to their peers and friends. This and Puneet's vast network helped the company build a strong list of clientele just through referrals. "I believe in not just building a relationship but a bond that will last forever," adds Puneet. Every client is treated like gold and now, they are getting requests regularly from across the globe.

Webenza now offers high-end services in the 3D Interactive and Augmented Reality space and is focusing on building new products that would combine marketing automation along with analytics. Apart from this, Webenza looks forward to aggressively expand its presence in India and overseas. SI

YQ Soft Labs: **Leveraging the Untouched Parameters**

By Anamika Sahu

Venkatesh Mallempudi, CEO

When a piece of carbon is chiseled by expert hands, it transforms into an expensive diamond. So is a company formed by experts holding years of experience in the industry studying the deep minutiaes of the space. This is precisely how Venkatesh Mallempudi and Srinivas Ramireddy crafted YQ Soft Labs in 2010. The duo worked for over 15 years in the U.S. and Europe for automobile and shipping & logistics industry respectively. Having worked for large organizations with complex processes and systems, they found an opportunity for enterprise mobile apps in the market which was bound to grow over the years while providing significant opportunity in the services and product space.

Bitten by entrepreneurial bug, they returned to India and founded YQ in Hyderabad. Like any other startup built on disruptive technology, they too had a face-off finding right talent for the organization. However, the first set of developers hired created sample application using a task based approach that leveraged various aspects of native mobile applications with a focus on enterprise customers. Within the first couple of months, the company was able to create prototype applications running on iOS and Android platforms and in the process got their first client project.

Today, YQ provides end-to-end mobile first services including integration with current systems which includes ideation, architecture, user experience design, development and implementation among others. Its multi-channel solutions and the type of technology or tool choices are based on various factors such as – but not limited to – usability, time-to-market, budget, performance needs, maintenance and client technology stack. This results in development of native, hybrid and responsive solutions across iOS, Android and Windows platforms using wide variety of tools, platforms and frameworks including Xcode, HTML5, JS, jQuery, PhoneGap and Appcelerator.

But the success didn't take a toll over them, rather the duo decided to be connected with the roots and learn to succeed, i.e., upholding the trust and doing the right thing to deliver quality services & products to create lasting relationship with clients. With the vast knowledge base created, the company strives to collaborate with its clients to be their mobile technology partner of choice rather than a transactional entity. "Irrespective of a lead turning to a direct development engagement or not, we never pull our hands from having a brain storming session with clients to assist them understand the market, its complexities and the solutions," says Venkatesh Mallempudi, CEO, YQ Labs.

In a short span of four years, through its flexible and agile delivery model, YQ has successfully served startups to large organizations in various aspects of mobile technology from enabling their existing systems to collaborating with them to create niche mobile solutions. These industry-focused solutions cater to manufacturing, logistics and healthcare industries to name a few. With every project it delivers, YQ has matured in terms of technical strength and employees have enhanced domain understanding including cultural aspects of each geography YQ does business in. YQ is expanding in SAP mobile platform services and its team is currently executing a large project in the Middle East as well.

With enterprise customers and governments moving towards mobile technology, the space foresees tremendous opportunities in the coming days. YQ Labs will continue to focus on its core strength of delivering high quality, customer relevant mobile solutions and services with a strategic shift towards platform based solutions for large enterprises and governments. Not untouched by the emerging cloud, YQ is working towards developing cloud based mobile solutions for customers. SI

Helpshift Raises Rs. 60 Crores Million in Series A Funding

Helpshift, the leading CRM provider for companies building Mobile apps and smart devices, has raised around Rs. 60 crores in Series A financing round. The Series A was closed by four of the top financial capital providers namely, Intel Capital, Visionnaire Ventures along with the existing investors named True Ventures and Nexus Venture Partners. Previously, the company had raised a seed fund of about Rs.19.20 crore in October 2012. Till date, Helpshift has raised a total fund of approximately Rs.79.20 crores backed by prominent investors. In addition Susan Choe, Managing Partner at Visionnaire Ventures will be joining the Helpshift board.

"We have seen incredible global adoption of our platform among all parts of the app ecosystem, from games to m-commerce, to lifestyle apps. This round of funding will enable us to attack each of these major mobile verticals and bring the benefits of Helpshift to thousands of app publishers," says Abinash Tripathy, Co-Founder & CEO, Helpshift.

Abinash Tripathy

The California based, privately held mobile software company, Helpshift has been delivering the unparalleled customer experience by setting up more than 150 million devices worldwide, since its inception in 2011. The platforms developed by Helpshift are recognized as the first embedded support desk for native apps and enable app publishers and users through many of its benefits.

Helpshift helps to reduce the gap between the customers and the companies which develop mobile apps by handing out many scalable customer services in mobile apps and mobile websites. The biggest problem in the app economy today is that more than 90 percent of the users that download an app churn away in the first 90 days. In this context, Helpshift provides a native mobile SDK that can be integrated into any mobile app to enable two-way communications between the company and the customers.

XebiaLabs Raises around Rs.72 Crores Growth Equity Investment by Updata Partners

The leading global provider of automation software, XebiaLabs has raised Rs. 72 crores growth equity investment by Updata Partners, a U.S. based growth equity firms. With this funding, the company can expedite fast growth globally in the rapidly expanding DevOps and Continuous Delivery market.

Founded in 2008 and headquartered in Boston, XebiaLabs was originally a part of Xebia, an international IT conglomerate based in the Netherlands. The 2001 born, Xebia is an international IT Service organization. XebiaLabs spun off from its parent company and now it is a stand-alone venture backed independent software company. XebiaLabs is known for its products which leverage automation, efficiency and insight organizations to quicken up and meet the demands of software deployment cycles. The company incorporates deployment, provisioning, test management and continuous pipeline orchestration to reduce development applications costs, to speed-up the application time to market and to bridge the gap between development and operations.

CoertBaart

With over 100 percent revenue growth every year, XebiaLabs has been recognized by General Electric, Expedia, Xerox, KLM, and SociétéGénérale and by the likes of potential customers. With network of sales offices and partners in and across the globe, XebiaLabs helps the companies accelerate the rate of innovation and time to market while reducing error and downtime.

"Updata's investment is a vote of confidence in XebiaLabs and our market opportunity," says CoertBaart, XebiaLabs CEO. "Software is the most critical component to the success of many of today's organizations. Lack of automation is preventing companies from delivering software and its corresponding business value fast enough". SI

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